

A.C. Hoge's

VIP

Member Program



Confident Speaking, Confident Leadership

Leadership Job 1 Video Lesson

Hi, it's A.J, welcome to this month's new lesson for the VIP Program. Now in this video lesson, of course, I will talk about leadership and today I want to talk about the number one job of a leader. I mean what is it? We know a lot about techniques for leadership and last month, actually, I told you a few methods and techniques for leadership; to be grateful, to appreciate other people, to catch other people doing good things and notice it.

So those are kind of techniques and methods to help you be a better leader, but we also need to know, I mean, what is a leader? What is your number one job? I mean I don't know. What is it? Is it to motivate people? Is it to create a dream and a vision? Is it to set goals and create goals for your group?

All of those things are important, in fact. They are all part of leadership and, also, sometimes you have to correct people. So if somebody is very negative or they're not doing a good job, as a leader you need to know how to respond to that person so that they can change and help the entire group and help the big goal and the big vision that you have. So, of course, all of those things are very important. But what is the number one thing, the first thing you must do as a leader and the thing you must always remember, the thing you must always focus on, what is it?

Well a lot of people have a lot of ideas about this, but I agree with Keith Cunningham about this idea and I believe the number one job of a leader is to create an amazing culture for your group. Now what is that? What do I mean create an amazing culture? Well what is culture? You know we know about culture, for example, in a country; the culture of America, the culture of Japan.

What is that? Well, you know really, culture is a set, a group of beliefs, about what is the right way to do things and what's the wrong way to do things, so culture is just a lot of beliefs and ideas about how should we act. You know, what should we do and how should we do it and how do we interact with other people, right? I mean that's culture. I mean the most basic definition of culture, that's what it is.

Now all groups have culture. Of course countries have culture and religions can have culture, but so can a club like the Effortless English Club, so can a business, so can a department inside a business, right? Inside any group the whole group together will create a culture, their ideas.

How do you talk to other people? How do you act? What is good? What is not good? What do we notice? What do we not notice? All of these things. It creates a certain culture in a group, right?

So many times the culture is not specifically decided or written down or specifically talked about, right? There's not a big list of things that say this is what we do. This is how we talk to people. This is what we think is a good person. This is what we think is not a good person. We don't usually write those things down and talk about them, that cultural part of our groups. You know we write down goals and we talk about goals all the time; this is what we want to achieve. But just day to day, every day, how do we act? What do we do? Often times in groups those things are not openly talked about. They're kind of hidden, right?

We all know you get a feeling. If you go to one company you can get a feeling, for example, that maybe part of the culture is to be very serious all the time and not to laugh a lot, not to joke a lot. In that group being funny and laughing a lot is not good. Now is there a rule somewhere in a book that says do not laugh and do not be funny? No, of course not, not usually, it's just the culture of the group. All the members of the group and especially the leader or leaders of the group have created that culture, but it comes from their actions. They often don't say it directly.

Now in another company, you might go to a different company and everybody is really enthusiastic and everybody's fun and they're always laughing and they're having a great time and smiling and it's this very fun and creative kind of culture. Now is there a rule where they wrote down you must smile, you must have fun and you must laugh a lot? No, not usually, right?

Again, usually, how does that culture get created? Usually it's from the actions and the behavior of the leaders and the group as a whole, everybody in that group, and together they create this fun, exciting culture and in the other company together they create a very serious culture.

Now, unfortunately, in a lot of groups culture gets created accidentally. The leader doesn't think about it, it just happens. How does it happen? Well, you know there's the leader and then the leader, you know, hires or invites or gets other group members and they all just kind of get together. And then because of their personalities or because of each of their individual beliefs they all together kind of create something and then some kind of culture is created, but often it happens accidentally. So, it might become serious, it might be funny. It might be really effective, it might be not effective. It might be really inefficient and waste a lot of time, but often it happens accidentally and that's the problem.

Because as leaders our job is really to think, what kind of culture do we want in our group and how do we decide that? Well, we do, we need to think about our vision. What is our big vision? What is our huge, big dream and goal? What do we want to happen in this group, for the whole group and also for every individual person? So first

we decide that and then we think and we ask what kind of culture do we need so that we can achieve our dream? These are the two important questions. Number one, what is our dream? What's the big dream, the big vision and, number two, what kind of culture do we need in our group to achieve that dream?

So, for example, you know, Apple Computer. They're one of my favorite examples. I think they're a great company and they're a very creative, innovative company. Now they have a culture that is very creative and fun and innovative and that culture was not an accident. Steve Jobs, the leader of Apple, he very specifically created a culture of creativity and innovation. He thought about it and he knew that that's what he wanted. So every decision he makes he's always thinking how can I make a more innovative culture? When he hires people, when he's interviewing people, he's always looking for innovative, creative people.

When he is giving speeches, when he's talking to people in the company, he's always focused and talking about innovation and creativity, right? He's always focusing on these topics and talking about them, hiring people who also focus on them. He created that culture of people in Apple very specifically and, of course, the results have been fantastic. Apple is a growing company, very innovative, very successful company.

Now, you know, that's what he chose. Other companies might choose something different. Maybe innovation is not their focus. Maybe they have a different focus and they need a different culture. That's fine. So the point is you gotta' think about it and then you gotta' create it as a leader. So how do you create a culture? Let me give you some specific tips and methods for doing this.

So first you think, what is our big goal? What is the vision? So, for example, with Effortless English what's my vision? Okay, for the group my vision is to create a group that changes English learning in all of the world. That's a big goal, okay? That's a big, big vision. And when I say change I mean to create a new way of learning English and, in fact, everything. A new way of learning that is powerful, effective, fun and interesting and to change education in all of the world. Woo! That's a big goal for our group and we're just starting.

Now I also have a goal for every individual in our group, right? So I have the big group goal then also every individual. What do I want for you, each member of Effortless English? Well, first I want you to speak English more and more confidently, more quickly, more easily, more automatically and especially the emotion. I want you to feel confident when you speak English and then I want you to use that speaking confidence to have more success in your life better job, better career, better business, more friend, more connections in all of the world and just be a happier, more successful person.

And then finally, I want you to become a true global leader where you help other people be more confident, you help other people be more successful and together you help all of us change learning and education in all of the world. So that's my really big vision and dream for the Effortless English Club. So my next step I thought, okay, that's what I want.

Now what kind of culture do we need in our club to achieve that big, big vision? So I had to think about that. I'm like how do I want people to act? How do I want people to communicate with each other? What should they focus on? What will be the general feeling and culture of our group?

So I thought about it and I realized, okay, well, number one, I want people to be confident. So how do we create more confidence in people? Well, we have to be positive. We have to be encouraging. We have to encourage people all the time. Say lots of good things to them. Find what they're good at. See what they are strong at.

So focus on their strengths and get our members to always be focusing on what's good, what's powerful. What is their strength? What is their success? When you focus on those positive things you feel more and more confident and when you feel more confident you have more success in your life.

So I realized that, number one, in our culture, in the club, I have to create a culture where people are very positive, where they are focused on success, where they are not focused on negative things, where they encourage each other, they compliment each other, where they tell a lot of success stories to each other. That creates confidence. So I realized, okay, I need to create that kind of culture.

And I also thought about sort of the negative part. You know what is not good. What do I not want in our culture? And I realized, aha, I don't want people correcting errors. I don't want people to focus on mistakes. When you focus on mistakes your confidence goes down, down, down. Also as an English teacher I know that it doesn't help. It doesn't really improve English.

There's a lot of research about this and people still don't believe me. I don't care. There's a lot of strong research about this. That when you correct people's errors, when you correct their mistakes, for example, correct their grammar mistakes, it doesn't help. They just forget it later. They know it intellectually, mentally, but they will still do the same mistake again later. They have to get better grammar from listening and hearing correct, positive, good things and then, eventually, their brain automatically learns the good, correct English.

So I realized, okay, no error correction. No strong criticism. We're not going to criticize each other. We're not going to focus on mistakes. So that's another part of the culture

that I really thought about and I wrote it down and I said that has to be part of the culture. And so in our Effortless English Club we focus on good things. We focus on success. We focus on feeling more confident. We focus on strengths. We compliment each other. We notice when other people do good things.

That's what we do and we do not focus on mistakes. We do not correct mistakes. That's part of the culture and I created that very deliberately. I chose to do that because I knew that that culture is important to reach our big vision and our big goals. So you see how this works. When you have the vision you have to decide what kind of group you want and need.

Now something else I decided for the culture was that our culture needed to be friendly and fun and energetic and enthusiastic. Now one reason is that I am that kind of person, so I am a friendly, fun, enthusiastic person. I have a lot of energy, so just for me I know I want other people who are fun and friendly and have energy. I don't want a club with a bunch of boring tired people, okay? Because I won't enjoy it, so that's part of it too. As the leader you have to look at yourself and see what kind of person are you.

If you are super serious person then maybe it will be difficult for you to create a fun, energetic culture. Maybe you need to create a serious culture. Serious is not bad. In many businesses you want serious. When I go to my accountant or to my bank I want them to be a little bit serious. They're dealing with my money, so I don't want just fun and ye-ha, right? So in some companies we need serious. Serious is a good thing in certain companies in certain cultures.

So there's not right and wrong, it's just you have to look at what is your big vision, what is your dream and also look at yourself. What kind of person are you as a leader? And then you use those things and you choose your culture. Don't let it happen accidentally. You need to create a culture very specifically.

So again, I wanted something that was fun. I also knew that fun and laughing and smiling helps you feel more confident, right? When people are nervous and shy they're usually very serious, right? Oh, my God, I'm going to make a mistake, oh, and they lose their confidence. But when they're laughing and smiling they feel better, usually they feel more confident. It's hard to feel nervous when you're laughing and smiling and having fun.

So again, that's part of the big goal and the vision. I wanted energy, enthusiasm, fun and friendliness because all of those things help confidence, they help success and they would help all of our group be successful and have our big vision and our big goal. So these were the main things I decided for the culture, the kind of interaction I wanted in our group.

So finally, I had to decide okay, so I know the vision and now I know the kind of culture I want, so there's one last thing, how do I create it? I mean how do I make a fun, confident culture that's very positive, that's not negative? Hum? That's not too serious? So you really gotta' think about it and then what you do is you develop a code. You guys know, I just did this. You develop a code and the code is kind of a group of principles, very general principles. Not super specific, very general principles about how we do things in this group.

And when you create a code for your group there's a few things you must think about. Number one, the code must be short. This is a problem in a lot of groups. They have a long, long, long mission statement or a long, long, long list of rules or codes or principles. There are like 20 things on the list and, unfortunately, what happens people ignore it. They forget it. They ignore it. It's too much to remember. It's too complicated, so they have this long complicated statement. This is our mission statement.

These are our values. These are the things we do at our company or our group. And it's really, really, really long, this big long code and principles and blah, blah, blah. Nobody really reads it, nobody remembers it and usually nobody follows it, so the culture actually just happens by accident again.

So this is a very important point. When you create a culture it has to be simple; very simple, very short. As a leader your job is to focus on things. You choose what people will focus on. Now you can't focus on a hundred things at the same time. That's not focus. Focus means, by definition focus means looking at just one or a few things and you're looking at them repeatedly and you're doing them repeatedly. Just a few small things repeatedly done, repeatedly talked about again and again and again and again. That's focus.

Your job as a leader is to create a culture by focusing people on a few principles and repeating them again and again and again and again and with your behavior showing them again and again and again and again and talking about them again and again and again and again. So what did I do with our Effortless English code? Now in the beginning I didn't write it down, actually. I did that recently, but it was always in my head. But recently I actually wrote it down and there's only three parts, not 100, not 20, not 10, not eight, three. There are only three parts to the code, right?

We do the best we can is number one. We do the best we can. So what does that mean? It means we don't worry too much about mistakes, right? Nobody's perfect. Just do your best. Do your best with English. Do your best as a leader. Do your best in every part of your life. But you're not going to be perfect, you will make mistakes. Don't worry about it too much, right? That's the important thing. Do the best you can.

Now I wrote that down and I think about it and I communicate it and I focus on it all the time. And I'm constantly telling people don't focus on mistakes. Don't focus on grammar rules. Don't worry about correcting errors and mistakes. Just do the best you can. And I talk about it all the time and with my behavior I show it because I make mistakes. When I make mistakes I share them with you. I show you.

You see the computer problems we have sometimes with our business. I don't try to hide that. I show you. Why? Because it's an important part of our culture. I want you to see that I also am doing the best that I can, but I also make mistakes. I also have problems. Sometimes I make a grammar mistake when I'm speaking or writing or I make a pronunciation mistake a blub, blub, blah and usually I don't cut it out. I leave it in the lesson. I leave it in my video. I want you to see it. Why am I doing that? Well it's because I chose this culture. I have to show you with my actions that it's okay to make mistakes sometimes.

As a leader it's not enough to say it, you have to show it too. So if your culture says mistakes are okay, don't worry about it, well then you as a leader when you make a mistake you need to let people see it and you show them. Hey, I made a mistake. I'm doing the best I can. I'm sorry. That's what I do. That's what Kristen and Joe do at Learn Real English. It's part of our culture and as a result all our members have this same, right? You as leaders are doing the same thing, I hope.

And in our group you have to show other leaders the same thing. Don't correct other people's mistakes, never, never, never. It's not part of our culture. And when you make a mistake don't apologize for it. A lot of our newer members they write and then they apologize at the end. I'm so sorry. I know my English is terrible. Please forgive me, ooh. Oh, I know my English is horrible and I am bad at English. And they write all this stuff on the forums, right? It's not necessary. Relax about it.

So as leaders we need to tell those people don't apologize. Just do the best you can. Stop focusing on your mistakes. Stop worrying about them. Just be positive and focus on what you're doing well. That's part of our culture.

So you get the idea, right? We've got the three codes. Of course number three is my favorite; we show other people that we care. That's part of being friendly and fun and nice. It means we support each other. We encourage other. That's an important part of our culture.

So I have this code of just three things and I talk about it and I show it and I repeat it again and again and again and again. I don't talk about a thousand things, I don't talk about 20 things, I talk about just three and I focus on them again and again and again. That's how you create a culture in a group, in an organization. The leader has to

choose the culture by focusing on just a few things. Three is a good number. Not more than five. Five is the maximum.

So you need to think about the big vision, step one. What's your big vision, your big goal for the whole group and for each individual in the group? Step two; you imagine what kind of culture do I need in this group to achieve the vision and the dream? And then, finally, step three you think, okay, what are three principles, three general principles that we need in the group to create this culture and therefore achieve our big vision?

And, finally, there's step four and it's actually very simple and easy. After you choose your three principles, you as the leader, all you need to do is focus on them, like obsessively focus on them. Talk about them constantly. Tell other people them constantly. Teach those three things constantly. Repeat them again and again and again. Show them with your own actions constantly.

When you see other members in your group following your three principles or one of the principles notice them. Celebrate them. Tell their story. Compliment them directly. Ask your leaders, your other leaders in your group, tell them, please focus on these three things and teach them how to focus on those three things and help them teach everybody else in the group about those three things and that's all you need to do again and again. You have a thousand leadership techniques to help you and in future lessons I will teach you specific techniques like telling stories about your heroes or using the, you know, catch people doing something right.

There are a lot of leadership methods and techniques to help you, but there're only three things that you focus on. You use all these techniques, but all the techniques are always focused on the three principles. The three principles, the three principles, the three principles and you're always trying to make those three principles stronger and stronger and stronger in every way with your actions, with your rules, with what you talk about. With everything you do you are obsessively focusing on those three principles.

That's how you create a super culture. Super, super powerful and it gets stronger and it grows and it gets stronger and it grows and it gets stronger and it grows. That's how you create an incredibly powerful culture like Apple Computer, for example, or any super, big, successful company that is really powerful and they succeed every year. I mean not just quickly, but year after year after year after year.

You know companies like Toyota, for example, they're constantly successful. Why? Because they have a super, incredible, amazing culture. It's so strong, because their leaders have focused on a few things again and again and again and again constantly. So everybody in that group is focused on those same things and they become total masters in that area with those three things. With Toyota its things like quality, for

example. With Apple it's innovation. With Effortless English it's confidence with speaking and success and leadership, global leadership. That's how we're using English. That's what English is about. It's about being a global citizen, part of a global world community and being successful globally and being a global leader.

And we are getting stronger and stronger. You can see it on the forums, right? Our culture is getting stronger and stronger. Why? Because now it's not just me. Now it's all of you, especially our VIP members. You are helping this culture become so strong so quickly. Just in the last month I see a big, big difference on our general members' forums. Our culture is getting stronger and stronger. Since I wrote down that code of just the three things it's getting stronger.

So in the Effortless English Club what are we going to do as leaders? We're gonna' focus on that code; those three things. Doing the best we can. And that means showing and telling our members, constantly, don't worry about your mistakes, focus on your success. Don't worry about your mistakes, focus on your success. Do the best you can, focus on your success. Don't correct mistakes, focus on your success. Okay?

Focus, focus, focus on success and strength, compliments, encouraging positive thinking, strong psychology. Focus on doing the best you can. Focus on doing the best you can, again and again and again. I say it. You say it. We all focus on it again and again and again and again and again and again. That's how we make a super powerful culture and then we all become stronger and stronger together, more and more successful together. We reach that dream together and we help so many people. It's big. It's important.

And when we focus on number two in the code, to do the right thing and we're always trying to do the right thing. We don't criticize each other. We don't insult each other. We're always trying to understand each other. In our communications we're always being very positive, very complimentary. Also by doing that, together all of us focusing on that, showing that, talking about that, together we create this amazing culture where the communication is very positive and complimentary and everyone's trying to do the right thing.

And, of course, they're all connected, number three, showing that we care. We show other people that we care. First of all we talk about it a lot. We say it directly. Hey, here in the Effortless English Club we show each other that we care. We don't say bad things to each other. If a new member says something that's kind of bad we correct them. We say, hey, we don't talk like that in this club. We don't insult each other. We don't argue with each other like this. It's not acceptable. We don't do that. That's not part of our culture. In this group we show each other that we care and we do the right thing. I mean that's very basic leadership, but it's powerful when all of us are doing it and when we focus on it again and again and again.

So let me end by saying this is one of the problems of a lot of groups and a lot of cultures and this is the problem. They have too many principles and rules and mission statements and values, so that's not focus. If you have a lot of things you're not focused. You're trying to look at, you know, 10 things at the same time, you can't focus on them, you know? It's not focus. You're distracted, so you just forget it. And that's what happens in a lot of companies and groups, so we gotta' make it very small, three things at the most. Maybe five at the most, but I recommend three.

But the other thing that happens in so many companies and groups is they kind of forget about these things. The leader stops focusing on them, stops talking about them. So the leader might talk about, you know, we show each other that we care and the leader says it a few times and they make some posters and they put them on the wall. We show each other that we care, but then a month later it's kind of forgotten. The leader doesn't talk about it. The leader starts talking about something new. It's the newest thing and the different thing.

I saw this in, you know, corporate America so many times in big companies, at a hospital that I worked at, for example. Like every month or two months they had some new principle, some new thing in our culture that we were supposed to focus on. And the problem is it constantly changed and everybody knew that next month it would be something different and next year it would be totally different. So that's not culture, there's no focus.

So you never stop doing this. You choose your three things and you keep focusing on them as a leader forever. Do you think Steve Jobs next year will suddenly decide to stop talking about innovation? Oh, let's talk about efficiency now. No, he's not going to do that. Steve Jobs is going to talk about innovation, innovation, innovation, focus on innovation, innovation, innovation as long as he is the leader of Apple.

Yes, there will be other goals in Apple. Of course they will talk about other things, but innovation and creativity are always going to be number one, at the top and he's going to talk about them the most. He will never stop focusing on that. It's never going to change because that is the rock-solid, super, number one, core principle of Apple Computer.

And at Effortless English we have those three things, do the right thing – that's number two, actually -- do the best you can and show each other that we care. I'm never going to stop talking about those things. That's not gonna' change next year. Next year there will not be a new code. Ten years from now I will not decide, oh, now we have a new code and it's very different and we're going to do something else. No, no, no.

You know this is so important with leadership. This is what really great leaders do. They focus on something, not just anything. They focus on the core, the most important things. And they choose two or three things and they just focus on it, focus on it, focus on it. They get everyone in their group focused on those things so that everybody has those things at the top of their mind and they're always thinking how can we improve these three things? How can we improve these three things? How can we do these three things better? And they're just focused, focused like lasers, you know, on those things and so they become total masters in that area.

Toyota built...well they became the biggest, now the biggest car company in the world by focusing on quality, quality, quality, quality, always improving quality. Super quality and service. Super quality and service. Amazing quality and service. They didn't change it all the time. Yes, the car industry has problems now, including Toyota, but Toyota is now number one and I think they're going to be number one for a long time because of this.

On the other hand General Motors, the American company which sucks, they're terrible and they used to be really great and now they've just gotten worse and worse and worse and, of course, they declared bankruptcy this year. And part of the problem, GM has many, many problems, but one of their problems is there's no focus. What is GM stand for? What is the number one principle of GM or the top three principles of GM? Nobody knows. Even people who work for GM don't know.

Because one year they're talking this, they talk about this and they talk about efficiency and they talk about green cars and then it changes the next month and they're building really big cars that use a lot of gas. There's no focus at all. Nobody at GM knows what their focus is, what's important. There's no culture. The culture is confusing, the culture is negative.

So this is huge. It's simple. You know a lot of times powerful things are simple. The problem is people say its simple and then they don't do it or they do it a little bit for one month and then they stop. But successful leaders they focus on these core things, these really important principles and then they do it consistently. You'll notice that's an important theme. In a lot of my lessons with leadership I talk about consistency. Because it's not about doing something just this month, it's about doing it again and again and again and again and again this month, next month, next year, the next five years, the next 10 years. That gives you such amazing power and success.

So that's kind of your last thing, your last homework, is with this code of Effortless English focus on it, talk about it, tell other people about it, notice it. When other people follow it tell their story and thank them. Focus on those three things in that code repeatedly again and again and again and again this month, next month, next year, constantly and forever. Just by doing that you create an amazing culture.

And then in your family, you can do this in your family. What is your big vision for your family? I mean what is it? Most people don't think about this for their family. What do you want for your wife or your husband and your children? I mean in your biggest dream and wonderful dream what do you want for them? Amazing happiness of course.

What do you see for them? What is your incredible dream for your family? Then imagine what kind of culture do we need in this family to have that? How do we need to talk to each other in this family? What must be important? What must we focus on in this family if we're going to have this vision that we imagine, that we see for this family? And then choose three things, not a hundred things, three things.

Again, with children people make the mistake. They have a hundred rules for their children. Too many rules, so the child is always getting in trouble. You're always saying you're doing this wrong. You're doing that bad. They're always breaking rules because probably there're just too many rules, so choose three general important principles for your whole family, for you and your husband or wife and your children, for everyone in the family.

Everyone in the family knows that these principles are for everyone and then focus on those three things and repeat them constantly. Live them. Show your family, show your children that you also are living these things and that they're important. Talk about them all the time. Teach them how to do them. And when you make a mistake and you will, apologize to them. Say you know what, I forgot our code. I didn't follow it this time. I'm sorry. You show your children that, hey, it's okay to make a mistake, but you just remember the code and you come back and you follow it.

So you can do this with any group. You can do it with a family. You can do this at your job, in your department. If you have a company you can do it with your company. If you have a club or a charity you belong to you can do it with them. In any position, wherever you are, you can be a leader by doing this, okay? And that's your homework.

Your homework is two parts.

Number one, do this in the Effortless English Club. We already have the code. You know those three things, so talk about them constantly. When we have new members in the general forums teach them this code. I mean just tell them the three things. Say to them, hey, maybe you don't know, but here at the club we have a code, it's three things and then tell them. Say, number one, we do the best we can and that means it's okay to make mistakes. Just do your best. Don't worry about mistakes.

Number two, we do the right thing. That means we don't say negative things to each other. We don't insult each other. We don't try to argue with each other. We're very positive when we communicate with each other.

And, **number three**, we show each other that we care. That means we compliment each other. We notice when another person does something good or kind or helpful and we thank them. And we always try to catch each other doing good things and notice when we are all doing good things and we try to help each other.

I mean just that. If you every day you got on the forums and every time there's a new member you just told them the code. You just wrote exactly what I just said. You wrote it on the forums, you say, hey, welcome to our club. Thank you. I'm happy you're here. By the way, this is the code of the club, these three things and this is what it means. I know you're going to love the club and I know you will love this code. Just do that. That's super leadership.

If you do that for every new member and then other VIP members do the same thing, they also tell them the code, so suddenly a new member comes and they have 10 people or 20 people or 50 VIP members, leaders, telling them the code. They hear it 50 different times in 50 different ways, they will understand that this code is important and they'll realize, wow, this is really serious. This is important. I'm going to follow this code also. That repetition is so important.

So that's all you need to do. That's your homework. Welcome every new member by reminding them of the code and repeating the code. If somebody complains on the forum or they're being a little negative that's okay. You don't need to argue with them, just remind them of the code. That's your homework. I will follow the same homework, I promise, okay? All right.

So this has been a very long video lesson, actually. I hope the file size is not too big. But, anyway, I hope you enjoyed it and enjoy the audio lessons and the mini-stories too. Thank you for being a VIP leader. I know you're going to grow more confident, more successful and you're going to become a better and better global leader.

See you again.

Thanks a lot. Bye-bye.

Leadership Job 1 Mini-Story

Hello, this is A.J. Welcome to the mini-story for “Leadership Job 1.” Welcome VIP member. You’re a very special member because you are part of the VIP Program and you’re going to speak English confidently, you’re going to have great success in all parts of your life and you’re going to share that success with other people. You’re going to help other people. That’s true leadership.

Well let’s get started. Let’s listen to some English. Are you ready for some English? Well, put your shoulders back and your chest up, all right? I want you to have a strong body when you listen to this. I want your head to be up. Your chin and your head up. Finally, smile big. Put a big, silly, funny smile on your face. Yes, I know it feels strange, but do it anyway. I want you to feel happy and strong while you listen to every lesson, every mini-story, every thing you do in English strong body. You ready? All right.

* * * * *

Once in the past there was a duck named Ben. Ben the duck.

Now what was Ben?

Ben was a duck, of course. Ben was a duck.

Now let me ask you something, did Ben have lips?

Well of course not. No, he didn’t have lips.

Ben didn’t have lips, why not?

Because he was a duck. Ben was a duck and ducks don’t have lips. Ben had a beak, of course, a beak. Birds and ducks have beaks not lips.

Now did Ben want to have lips?

In fact, he did. Ben wanted to have lips.

Why? Why did Ben the duck want to have lips?

Well it’s obvious, of course. It’s so obvious because Ben the duck wanted to win the Kisser of the Year Contest. Ah, of course, of course.

What did Ben the duck want to win?

He wanted to win the Kisser of the Year Contest, the International Kisser of the Year Contest. Ah...

So did Ben have a problem?

Of course he had a problem. Yes, he had a problem.

What was his problem?

His problem was he wanted to be International Kisser of the Year, but he had no lips. Oh no, poor Ben.

Well Ben decided he would try anyway. He thought well maybe I can still win, even if I don't have lips.

What did he decide to do?

He decided to try anyway.

So first he went to the California Kissing Contest.

Why did he go to the California Kissing Contest?

Well it's obvious. You can't go directly to the international contest. First you must win the local state contest, then you must win the national contest, then you go to the international contest. Everybody knows this. So Ben went to the California Kissing Contest.

Where did he go?

He went to the California Kissing Contest.

Ah, I see. Did he go to the California Contest or did he go to the Florida Contest?

Well, of course, he went to the California Contest.

Now what about our old friend, George the dog?

Well, did he go to the Kissing Contest in California?

Yes, he did. Of course he did. Yes, he did. George the dog also went to the Kissing Contest in California.

Now did and does George have lips?

Well, yeah. George the dog does have lips. Dogs have lips.

Do ducks have lips?

No, no, no, ducks don't have lips.

Do dogs have lips?

Yes, they do. Dogs have lips, so George went to the California Kissing Contest also.

Did George the dog want to be the International Kisser of the Year?

Of course he did. Yes, he did. George also wanted to be the International Kisser of the Year, so both George and Ben went to the California Kissing Contest.

Ah...so they went to the Kissing Contest. First George came onto the stage and he had to kiss a beautiful girl.

Did he kiss a girl or a boy?

A girl. Because George is a boy, so George kissed a girl.

Did he kiss a girl human or a girl dog?

Well a human, actually. In the Kissing Contest you have to kiss a human girl, but the contest is open to anybody. This is California after all. So George the dog approached the beautiful girl and he kissed her, mewah!

Who did George the dog kiss?

A beautiful girl. George the dog kissed a beautiful girl.

Where did he kiss a beautiful girl?

At the California Kissing Contest. He kissed a beautiful girl at the California Kissing Contest.

And he kissed her, mewah, with his lips, but then after he kissed with his lips he licked her with his big tongue, yeah, mewah! And he licked her entire face, all of her face with his big doggie tongue, slurp.

What did the girl do?

She squealed, weeeeeee!

Did the girl squeal after George the dog kissed her?

Oh yes, she did. She squealed, woooooo!

Why did she squeal?

Well because George the dog licked her with his big, sloppy, doggie tongue, ha, ha.

So next Ben the duck approached the girl and Ben the duck kissed her with his hard, pointy little beak, peck, peck, peck, peck, peck, peck, peck. Peck, peck, peck, peck, he kissed her with his hard, little pointy beak, peck, peck, peck, peck and she squealed awh, awh, awh!

What did Ben the duck kiss the girl with?

Well, Ben the duck kissed the girl with his hard, pointy beak.

And what did the girl do?

She squealed awh, awh, awh, awh, awh.

Did she like being kissed by Ben the duck and his pointy, hard beak?

No, she didn't. She did not like being kissed by Ben the duck and his point, hard beak, peck, peck, peck, peck, peck. It didn't feel very good.

Well at the end of the contest, unfortunately, George the dog lost and Ben the duck lost and they were both very, very sad. Poor Ben. Poor George. So Ben went home and he felt very sad.

How did he feel?

He felt very sad.

Who felt sad?

Ben the duck felt very, very sad.

Did George the dog feel sad?

No, actually not. George the dog didn't feel sad. For him winning the contest was not so important. It was just fun for him.

So who felt sad?

Ben the duck. Ben the duck felt very sad.

Why did Ben the duck feel sad?

Because Ben the duck really wanted to win the International Kissing Contest. It was very important for Ben the duck.

Was it important for George the dog?

No, no, not so important.

Who was it important for?

Ben, Ben the duck. It was very important for Ben the duck to win the International Kissing Contest. So he went home and he felt very, very sad.

Well after a few months of feeling depressed Ben decided he would try again. He said "I'm going to try again. I won't give up! I won't quit! Next year I will win the California Kissing Contest."

So did he give up?

No, he didn't give up. He didn't quit. He decided he'd try again. He decided not to give up and not to quit.

So he began to practice. He had a hard beak so that was difficult. So he decided to practice kissing softly with his beak. So every day he would kiss a pillow very softly with his beak mewah, mewah, mewah.

What did he practice on?

Well he practiced on a pillow.

Who practiced kissing on a pillow?

Ben the duck.

Did George the dog practice kissing on a pillow?

No, he didn't. George the dog didn't practice at all. Remember, for him winning the contest was not so important.

So who practiced kissing on a pillow?

Ben the duck practiced kissing on a pillow.

How often did he practice kissing on a pillow?

Well every day. He practiced kissing on a pillow every day.

Did he do it frequently during the day or just a few times during the day?

Well he did it frequently. He practiced kissing on a pillow frequently every single day.

In fact, he practiced kissing on a pillow 17 hours a day, every day.

How many hours did he practice kissing on a pillow?

Seventeen hours. Seventeen hours every day. He didn't sleep very much. He just practiced and practiced and practiced kissing softly on a pillow every day.

How did he practice?

Well he practiced kissing softly.

Did he practice kissing quickly?

No, no, no, no, no, no, he practiced kissing softly and slowly and romantically.

He did this every day, every week, every month, until the next year the California Kissing Contest came again.

Did George the dog go to the California Kissing Contest again?

Yes, he did.

Did Ben the duck go to the California Kissing Contest again?

Of course he did.

So did they both go to the California Kissing Contest?

Yes, they did. They both went to the California Kissing Contest again the next year.

When did they go?

The next year. They went to the California Kissing Contest again the next year.

So at the next year's contest there was another beautiful woman. And once again George the dog approached the beautiful woman and he kissed her with his big doggie lips, mewah! And then he licked her face again, slurp! And again she squealed, awh, awh, awh! And George the dog left the stage. Next Ben the duck approached the woman.

How did he approach the woman?

Oh, he approached her slowly, confidently and romantically.

How did he walk towards the woman?

He walked towards her slowly, confidently and romantically with his little duck feet.

What did he do next?

Well, of course, he kissed her slowly, softly, confidently and romantically, meeeeeeeeewaaaaaah!

Who kissed the woman slowly, confidently, softly and romantically?

Well Ben the duck did. Ben kissed her slowly, softly, confidently and romantically?

Did the woman squeal?

Well she did squeal, but it was a different kind of squeal. She said "Oooohhhh!" It was a very nice squeal, oooohhhh!

Did the woman enjoy Ben's kiss?

Oh, yes she did. She loved Ben's kiss. Ben looked her in the eyes and said "thank you" and then he walked down the stage and walked off the stage.

Well as you might guess, Ben won the California Kissing Contest and he was so happy.

But did he want to only win the California Kissing Contest?

Oh, no, he had a bigger dream.

What did Ben want to win?

Ben wanted to win the International Kissing Contest. He wanted to be the International Kisser of the Year.

Well, next he had to go to the American Kissing Contest, the USA Kissing Championships in New York City, so he flew to New York City. And he's a duck, he can flow, so no need for an airplane. He flew to New York City, but there was a problem.

What was the problem in New York? Was Ben hungry? Was that the problem?

No, no, no, no, that wasn't the problem.

What was the problem?

Ah, well the problem was that George Clooney was also in the New York Championships, in the American Championships. George Clooney, the famous, handsome actor and everybody knows that George Clooney is an amazing kisser, so handsome, such a great kisser. Oh, no.

Who was also in the American Kissing Championships in New York City?

George Clooney. George Clooney the actor was also in the American Championships.

How did Ben feel when he heard that George Clooney was also in the Championships?

Well he felt a little worried and nervous.

Who felt worried and nervous?

Well Ben the duck felt worried and nervous.

Why did Ben the duck feel worried and nervous?

Because, of course, George Clooney is handsome and everyone knows he's a great kisser.

Well the day came, the American Championships, the American Kissing Championships and George Clooney went onto the stage. And there was a beautiful woman and he approached her calmly, confidently and romantically and he grabbed her in his arms and he kissed her meeeewaaah! And the woman said “wow!”

What did the woman say after George Clooney kissed her?

She said wow!

How did Ben the duck feel after he heard the woman say wow?

Well he felt nervous. He felt very, very nervous. He was worried.

So, next Ben walked onto the stage. He walked across the stage confidently and romantically, but then he stopped and he just looked at the woman. He looked deep into her eyes. He looked at her deeply and romantically.

How long did he look at her deeply and romantically, 20 minutes?

No, no, no, no, 20 hours, 20 hours. For 20 hours he stood on the stage looking deeply in her eyes romantically, just looking.

How long did he look in her eyes romantically?

For 20 hours. He looked into her eyes deeply and romantically for 20 hours and then, only then did he kiss her slowly, softly and romantically. And after Ben the duck kissed her she said “Oh, my God. Oh, that was amazing! Wow! Woo!”

So who won the contest?

Of course, Ben the duck won the American Kissing Championship. Yes!!

And the next month he went to the International Championships, but after beating George Clooney, of course, the International Championships were easy. He easily won the International Kissing Championship and he became the International, the Global Kisser of the Year. He became the Kissing Champion of all of the world.

Who beat George Clooney at the American Kissing Championships?

Ben the duck.

Where did he beat George Clooney?

Well, he beat George Clooney at the American Kissing Championships in New York City.

Where were the Kissing Championships, the American Kissing Championships?

Well they were in New York City.

Now where was the International Kissing Championship?

Well, of course, the International Championship was in Paris the romantic city, the most romantic city in the world. The International Contest was in Paris. The American Contest was in New York City.

Which contest did Ben win?

Well both, of course. He won both of them. First he won the American Contest and then a month later he won the International Kissing Contest.

Who became the Kisser of the Year, the International Kisser of the Year?

Ben did, of course. Ben became the International Kisser of the Year. He became the International Kissing Champion and Ben was very, very happy and, of course, so were all the women that he kissed.

* * * * *

And that is the end of the mini-story for “Leadership Job 1.” I hope you enjoyed it. You got to practice the past tense a little bit today. I also have some other grammar in there, hidden in there. Don’t think about the grammar, don’t notice it, just answer the questions, just listen to the funny story. Just listen carefully, repeat this every day for one week or two weeks or all month if you want to. Just learn it very, very deeply then the phrases will go into your brain deeply. They will become automatic.

You’ll learn prepositions automatically, for example. You’ll learn that it’s correct to say in New York, not on New York, not at New York. You say in New York, in Paris. You don’t need to think about that. You don’t need to think about the complicated rule about using that preposition, just listen to the mini-stories again and again.

In a lot of my mini-stories there are locations and I say “in this city” or “at this location” and by listening to the stories you will gradually and automatically learn when to use “in” and when to use “at”. You don’t need to think about it. And there’s a lot of other grammar in these stories like that, a lot of prepositions, a lot of verb tenses and other kinds of grammar phrases.

You learn all of these phrases, all of this grammar, just by listening to the story repeatedly. You've got to' do it every day, you've got to' learn it very deeply and answering the questions and using strong physiology. Remember shoulders back, shouting your answers strongly, head up, big smile and that's how you learn to speak automatically, confidently, effortlessly. Just use the stories, don't think about the grammar.

Alright, I will see you again soon. Have a great day. Thank you for being a VIP member. You are special. You are very special because you are a VIP member. I'll see you again soon, bye-bye.

Leadership Job 1 POV

Hello, this is A.J. and welcome to the point-of-view stories for “Leadership Job 1.”
Welcome VIP member and let’s get started.

* * * * *

So, there is a duck. There is a duck and his name is Ben and Ben is a very special duck because Ben wants to be the International Kisser of the Year. But, of course, Ben has a small problem. Ben does not have lips, Ben has a beak. But Ben decides to enter the California Kissing Contest because, of course, to win the International Contest he first must win the California Contest, then he must win the American Contest and then finally he must win the International Kissing Contest so that he can become the International Kisser of the Year.

So Ben the duck goes to the California Kissing Contest and someone else also goes to the California Kissing Contest, George the dog. So Ben and George go to the California Kissing Contest. And first George the dog goes onto the stage and there’s a beautiful woman on the stage. George the dog approaches the woman, he kisses her, mewah, and then he licks her face, slurp, with his big doggie tongue and the woman squeals, awh, awh!

Next Ben approaches the woman and he kisses her, peck, peck, peck, peck, but he kisses her with his hard, little beak, peck, peck, peck. It’s not soft and she also squeals awh, awh! And so, unfortunately, neither Ben nor George win the California Kissing Contest. Oh, no.

And so they go back home and Ben is very, very sad of course. Ben’s very sad. For a while he’s depressed, but then he decides that he will try again and so he begins to practice every day. He practices kissing on a pillow very softly, mewah, very softly, mewah. And he practices all day, every day, practicing kissing on a pillow and then the next year he enters the California Kissing Contest again and so does George the dog. And once again George the dog kisses the woman, mewah and licks her face, slurp and she squeals, awh, awh.

But this time Ben approaches the woman slowly and romantically and then he kisses her slowly, softly and romantically and she says “Oh, wow.” And Ben the duck wins the California Kissing Contest, so next he goes to New York City. A month later he goes to New York City for the American Kissing Championships and there’s a big problem because George Clooney is also in the American Kissing Championships and everyone knows that George Clooney is super handsome and super romantic and a super kisser.

And George Clooney approaches the beautiful woman on stage and he kisses her slowly, mewah. And the woman says “Wow.”

Oh and Ben the duck is nervous, but then he gets onto the stage and he just stares into the woman’s eyes. He looks deeply into her eyes for hours and hours and hours, just looking deeply and romantically into her eyes and then finally, slowly, softly, romantically he kisses the woman, mewah. And she says “Oh, my God, wow.” And Ben wins the American Contest as well!

And so, of course, next he goes to Paris, the most romantic city in the world for the International Kissing Contest and of course he’s so good now that he wins the International Kissing Contest and becomes the International Kisser of the Year. Yeah for Ben!

* * * * *

Okay, next version of the story begins with...

Since he was a teenager, since he was a teenager, maybe 14 years old, maybe 15 or 16 years old, but since he was a teenager Ben the duck has wanted to win the International Kissing Contest. Since he was a teenager he has wanted to win the International Kissing contest. And, you know, since then he has read about the contest in the newspaper and he has watched the news on TV about the International Kissing Contest. But, of course, he had a problem when he was younger and his problem was that he was too young.

So since he was young, since he was a teenager, he has wanted to win the International Kissing Contest, but there’s an age requirement. There’s an age requirement for the International Kissing Contest. To enter the International Kissing Contest you must be 21 years old or older. You must be 21 years old or older to enter the contest.

So since he was a teenager he has wanted, he has dreamed, of entering the contest and for many years he could only dream. He could only dream because he was too young. So he has wanted this. He has wanted it. He has wanted it. Well, finally, of course, he did turn 21. He turned 21 years old. He became 21 and then, finally, yes, he could enter the contest. So, of course, when he was 21 he entered the California Kissing Contest.

And, you know, he had a problem because he had a beak, a hard beak, peck, peck, peck, peck. And he didn’t have any lips, but he didn’t care. So he went to the California Kissing Contest and so did George the dog. George the dog went onto the stage first,

he kissed the beautiful lady and then he licked her face, slurp and the woman squealed, awh!

And next Ben the duck jumped onto the stage and he ran across the stage and he kissed the woman with his hard beak very fast, peck, peck, peck, peck, peck, peck and the woman squealed, awh! And so, of course, neither Ben the duck nor George the dog won the California Kissing Contest that year. Neither one of them won the competition that year and they both went home.

Now George the dog was fine. He didn't really care about it, but Ben the duck was so sad, so, so sad; in fact, really, really depressed. He was depressed for quite a while, but then finally he decided "I'm not going to give up. I'm not going to quit. I will not give up." And so he practiced and he practiced every day kissing a pillow very softly. He practiced kissing on the pillow. He practiced and he practiced and he practiced and the next year he entered the California Kissing Contest again and so did George the dog.

And once again George the dog jumped onto the stage and he kissed the woman, mewah, with his big doggie lips and he licked her face, slurp and once again she squealed, awh! But this time Ben the duck slowly walked cross the stage and slowly and romantically and softly kissed the woman, meeeewaaaaah. And the woman squealed happily this time, "Oooohhh, aaaahhhhh, oooohhhhh, wow."

And, of course, Ben the duck won the California contest and next he went to New York City for the American Kissing Championships, the American Kissing Championships, but he had a big challenge because George Clooney was also at the American Championships. And George Clooney got onto the stage with a beautiful woman and he kissed her slowly and romantically and she said "Wow."

So Ben the duck was nervous. He was a bit nervous, but he jumped onto the stage and he walked slowly towards the woman and then he looked deeply into her eyes. For hours and hours and hours he looked deeply and romantically into her eyes, until finally he kissed her slowly and romantically and softly, meeeewaaaaah. And the woman said "Oh, my God. Wow."

And, of course, Ben won the American Kissing Championships and he became the American Champion. And then he went to Paris and of course he won the International Kissing Championship in Paris and became the International Kisser of the Year and of course he was so happy.

* * * * *

And that is the end of this version of the story, so next we go into the future. We imagine this will happen in the future. Perhaps it's a dream. We're dreaming about this

and we believe it will happen in the future. We're imagining it will happen in the future. That one day in the future, 10 years from now, 10 years into the future...

* * * * *

There will be a duck named Ben. There will be a duck named Ben and he'll want to win the International Kissing Contest. He'll, hear the "I", "la, la, la", he'll, he'll, he will, he'll. He'll want to win the International Kissing Contest, but of course he'll have a problem. He'll have a problem because he won't have any lips. Of course, he's a duck. He won't have lips, but he'll enter the California Kissing Contest anyway and so will George the dog.

Now George the dog will approach the woman first and he'll kiss her with his big doggie lips, mewah and then he'll lick her face, slurp and she'll squeal, awh, awh! And the next Ben the duck will jump onto the stage and run across the stage and then he'll kiss the woman, but very fast and hard with his little, hard beak, peck, peck, peck, peck and she'll squeal, awh, awh, awh. And, of course, neither one of them is gonna' win the Kissing Contest in California.

Remember gonna', gonna' means going to. Neither one of them is going to win the California Contest. Neither one of them is gonna' win the California Kissing Contest. Neither one of them is gonna' win it, so next they'll both go home. They will both go home and, of course, Ben the duck is gonna' be really, really sad. He's gonna' be super sad and depressed for a while, but then, finally, he's gonna' say "I'm not gonna' quit. I am not gonna' quit. I will not give up. I will try again. I will try and I will practice and I will win next year."

And so he's gonna' practice and practice and practice. He's gonna' practice kissing on a pillow. He's gonna' practice on a pillow kissing softly and slowly. And he'll practice and he'll practice and he'll practice again and again, every day, every day, every week, every month until the next year comes. The California Kissing Contest will come again.

And once again George the dog will jump onto the stage and kiss the woman with his big doggie lips, mewah and lick her face with his big, wet, yucky tongue, slurp and she'll squeal again, awh! But this time Ben is going to jump onto the stage and he's gonna' walk slowly towards the woman. He'll approach her slowly and then he'll kiss her softly, slowly and romantically. He'll kiss her softly, slowly and romantically and she'll, "la, la, la", she'll squeal and she'll say "Oh, wow."

And, of course, Ben is gonna' win the California Contest this time. He's gonna' win the California Kissing Contest and then next he'll go to New York City for the American Kissing Championships, but George Clooney will also be in that contest. Ben will be

nervous, especially after George Clooney jumps onto the stage and kisses the woman slowly and romantically and she says “Oh, wow.”

But then, next, Ben is gonna’ jump onto the stage and he’ll walk slowly towards the woman. And then he’ll stop and he’ll look deeply into her eyes romantically, deeply for hours and hours and hours and hours, until finally he kisses her slowly, softly and romantically. And then she’s gonna’ say “Oh, my God, wow!”

And, of course, Ben is gonna’ win the American Championships and then he’ll go to Paris, France and he’ll win the International Kissing Championships. And, of course, he’ll become the International Kisser of the Year, the International Champion of Kissing and he’ll be very, very happy.

* * * * *

And that is the end of our point-of-view stories for the Leadership Job 1 lesson, this VIP lesson. Just listen to these lessons, these point-of-view lessons. You don’t need to think about the grammar too much, just listen. In the future version, listen for the “la, la, la, la” sound “he’ll”, “she’ll” and also “gonna’.” Those are two ways to use the future, just listen for them. You don’t need to think about it too much and in the other versions of the story, just notice how the words change. Listen carefully, notice how the words change, but do not, do not think about grammar rules.

All right. You are a very special member because you are a VIP member and I’m so happy that you are. I will see you on the VIP social site. Remember, go to the VIP site and try to write something, just a little bit each day. Maybe you can leave a comment for one of the other members, the other VIP members. Maybe you can write a short blog post, maybe you can write something on the forums, but try to write something, just a little bit each day.

Your confidence with English will go up and up and up when you visit the social site each day and when you write just a little bit. It will help you a lot, trust me. Okay, so I’ll see you on the social site. Enjoy these stories. See you again, bye-bye.

Leadership Job 1 Commentary

Hello, this is A. J. Welcome to the commentary for “Leadership Job 1” and welcome VIP member. You know you’re very, very special. You’re a very, very special member of Effortless English because as a VIP member you are interested in more than just vocabulary and grammar. You are interested in speaking English confidently, confidently.

I’m going to talk more about confidence at the end of this commentary, but let me just say this first of all. Confidence is really the magical solution for success in anything, in anything. When you are confident you will succeed more and better and more often than people who are not confident. When you’re not confident you perform less well, you do everything less well and you tend to fail more often.

Confidence is really, you know, it’s kind of the magical secret to succeeding with anything; with speaking English, with leadership, with sports and athletics, with relationships, dating. I mean about anything I can think of when you’re strong and confident you will usually succeed much, much more and much, much bigger.

So confidence is important and that’s really the first key part of the VIP Program – to speak English confidently. Not just with a lot of vocabulary, not just with great grammar, yes, you’re learning those things, those will happen automatically as you listen, but with confidence. That is so important, so, so important and I’ll talk about that a little bit later.

Let me give you your homework first. “Your homework? Oh my God A.J., we have homework?” Yes, you do. Okay. Don’t worry. Your homework is fun and easy. All right, so what is your homework? Well it’s quite simple. Now I talked about in the video that the leader’s number one job, the really central job of any leader, is to create a culture for their group. A culture, a way of doing things, a way of thinking, a way of interacting and communicating that is understood and accepted and followed by everyone in the group.

I talked about the fact that the leader focuses on just a few things to create that culture, right. If you focus on 20 things or 100 things then that’s not culture. That’s not leadership. Too much and nobody can focus on that number of things and so what you get is kind of a random or accidental culture. And when that happens, when the culture is accidental, when it’s not chosen by the leader...well when a culture is accidental often, in fact usually, there are a lot of negative things that happen. A lot of negative ideas, a lot of negative behaviors come into the group and we see this online.

For example, on the Internet, that when you go to most forums, for example, most Internet forums where you go – kind of like our forums – and you make a little username and then there's different topics and then you can ask questions and, you know, write your comments and discuss ideas, you'll notice if you join a lot of these most of them have very negative, kind of childish, immature cultures. There's a lot of complaining. There's a lot of insults. There's a lot of just stupid stuff, you know? People are not very friendly. They're not supportive, they're not encouraging each other and usually, also, there doesn't seem to be any vision or dream or a shared goal or a shared purpose.

That's what I see on most Internet forums or most Internet communities. So when I decided to create an Effortless English general members forum and a community for all our members to come together, you know, I had to think about it. I decided you know I don't want something that's accidental. I don't want something that's like all the other ones that's kind of negative, kind of immature and stupid, where people will insult each other a lot, argue all the time, where a few people will come and be really nasty, really jerks and, you know, really constantly trying to make arguments and insult people and say bad things.

I didn't want any of that, so I realized, well, if I don't want that and I do want something very positive I need to be a leader. I have to create a culture. It won't happen accidentally. It's not just going to happen by chance, you know by luck. It has to be created and designed. So, as you know, that's your job as a leader, it's my job as a leader, to create the culture of the group. It's the first and most important central thing we must do.

So we already have a culture and a code at the Effortless English Club, so here's your first homework. I mentioned it in the video and I'm going to tell you again. The first thing I would like you to do is each day or maybe once a week go to our general members forums at EffortlessEnglishForums.com, go to our general members forums and go to the new members area. We always have some new members coming each day and I want you to introduce yourself to a new member. Say hi, my name is A.J. and welcome them. You know, welcome to the Effortless English Club. I'm happy you're here. I hope you will write each day here on the forums. So that's your little introduction, your welcome.

But then next I want you to teach them the code. They're new. They don't know it. They don't understand it, so teach them the code. So then you say by the way, we have a code here at the Effortless English Club and I would like to tell it to you. I would like to teach the code to you. I know you will enjoy this code and then you tell them the code.

Number one, we do the best we can and then explain that a little bit. Just explain each part of the code just a little bit. So you say number one, we do the best we can. That means we don't worry about mistakes and we don't correct mistakes. We do the best

we can and we don't worry about mistakes. We just laugh about mistakes we don't worry about them. So don't ask people to correct your mistakes because we don't do that here.

And then you say, number two, we do the right thing. That means that we don't insult each other. We don't argue with each other. It means we don't say that our religion is the best and it's better than other religions. And we don't say that our country is better than other countries or it's the best. We don't insult each other or criticize each other like this. We are not that way. We do the right thing. And we also don't share pirate, you know, links to stolen pirated stuff and we generally don't lie, we're honest. You know whatever. You can write whatever you want, but just explain a little bit what that code means.

And then, number three, we show each other that we care. And that means that we're friendly to each other, that we say nice things to each other, that we thank each other. That when someone does something nice that we, you know, tell them hey, thank you, that was very nice. That we support each other and encourage each other and then you can end your welcome. You can say, you know, so thank you. Welcome to our forums, welcome to our club and welcome to our code, something like that.

So that's what I would like you to do. I'd like you to do that every day or at least every week, depending on your time. And one more thing, don't worry if another member also does this with the new members. So a new member comes, there's a reply. Maybe another member already introduced the code. That's okay, you can also do it. Imagine if they get 10 or 20 replies from VIP members and each time each VIP member teaches them the code. Imagine, they're getting the code 10 times, 15 times, 20 times, they will really, really, really understand that the code is very important at the Effortless English Club.

By doing this, by all of us doing this, we really teach them our culture in a very strong and powerful and positive way and then they will truly understand it and they will follow it and in this way we make our club and our culture stronger and stronger, more and more powerful, more and more positive, more and more helpful. So that is your homework part 1. Introduce yourself to a new member each day or each week and teach them the code.

Now here's part 2. This is a suggestion of your homework. You don't have to do this, but it's an idea. You might want to put the code in your profile signature on the general members' forums. You know on the general members forums you can put a signature at the bottom, you'll see it on every post. On my signature right now I have a link to our main website, but maybe I'll change it and I'll just put the code, you know one, two, three and you could also put the code in your signature. Imagine if all of us, all the VIP leaders, put the code in our signature on the general member's forums.

Then, every time we posted the code would be at the bottom of our signature, all of us. Once again new members would see it constantly and would understand that it's very important. Okay, great.

And, finally, part three of your homework. I want you to make a code in your life for your family or for your job or for your business, so choose one. You can make a code for your family or you can make a code for your job like maybe your department at your company or make a code for your business if you have your own business. And I want you to write down this code. What are the three most important principles that the group, your family or your department or your company, must focus on constantly every day, the core most important principles that you will focus on constantly every day. You're going to talk about it. You're going to show it. You're going to live it. You're going to teach it and just three.

So think about it carefully. They need to be general, obviously, because it's just three, so maybe, for example, your family. Think about it. Maybe it's just wife and husband or boyfriend and girlfriend or if you have children then it's even more important. And really think deeply. You know what are the three most important things that this family needs to follow or do? You know what is the vision for your family, first of all? You know what do you want for every family member?

Do you want every family member to be confident and happy, for example? Or do you want every family member to be very successful? Or do you want every family member to be very kind and loving? Do you want every family member to be rich and, you know, super wealthy? I don't know it's your family, so you need to think about that first. What's the vision for your family, both together as a whole group and also for each individual in the family?

Because, you know, to have a true, you know, leadership, a true success for a group, you have to think about the whole group and each individual in the group, both. Sometimes we focus too much on the whole group, but then people inside the group might suffer. Or sometimes we focus on each individual must be happy and successful, but then the whole group kind of suffers because everyone's a little too selfish, so we need both. We want every individual in the group to be happy and successful and we want the whole group to be successful and to reach its goal and its vision and its dream.

So think about both and think about your family and what is it you really deeply want and then after you know that create three principles. This is your own code for your family, for example, or maybe it's your business. Three principles that will help you get to your vision, get to your dream and write them down and then share them with everybody in your group and discuss them if you want, talk about them and maybe put

them on a wall somewhere. And then, this is the most important part, you have to talk about it and focus on it all the time.

I mean every day you're going to talk about that code and if somebody breaks the code then you say hey, remember, this is our code and you didn't follow it this time. And, you know, this code is very important and you can explain why it's important and say so we need to follow this code. And you're going to talk about it and you're going to focus on it constantly, focusing on the code, the code, the code, the code.

When you do this and when people understand it and when people understand why the code is important, what the dream is, what the vision is, something amazing happens. You don't need a lot of rules. When people understand the code and they believe it and they want to follow it and they believe the big dream and the big vision, well then suddenly you don't need a hundred different little rules all the time, right? So many groups, families or organizations or companies or departments, they have rules and rules and rules, whole big books full of rules.

Maybe they're written down or maybe they're not written down, but there's just all these rules. You can't do this. You can't do that. You can't do this. This is wrong. This is wrong. You can't do this and you can't do this and you can't do this. And you know nobody likes that and when there are too many rules people will break the rules because people generally hate rules.

And then, also, when you have too many rules what happens is you're always catching people breaking rules, which means you're always focusing on something negative. You're always focusing on what they're doing wrong. You're always telling them you broke this rule. You broke this rule. You did this wrong. I know a lot of parents like that. I see it with a lot of children. You know they're always telling their children you did this wrong. You did this wrong. They're always criticizing their children and, you know, it's a really terrible thing.

So instead you have three strong, powerful, important codes or principles and then what you do is you catch them doing something right. Every time they follow the code you say hey, good job. You followed the code and that's really important. And I appreciate you following this code because this is good for all of us in this group and I also am trying to follow the code, so congratulations, great job and then you're focusing on what's good most of the time.

Sometimes if they break the code you might need to talk to them about that, but in general you're focusing on positive things and you're catching them, you're noticing, when they follow the code and you tell them and you thank them. You tell stories and you use all the other techniques that we have discussed and we will discuss in the future.

Okay, so that's your homework. That's it. So, number one, introduce yourself to new members on our forums every day or every week and teach them the code. Number two, you might put the code on your forum signature, your choice and, number three, make a code for your personal life, for your family or your job, department or for your own company. Write it down, talk about it constantly, teach it to other people, do it yourself and show people, constantly, constantly, constantly focusing on that code. All right, so that's it. That's your homework.

Now to finish, one last thing, I promised you I would talk a little more about confidence. Now confidence is so important, it's really the magical secret to success in anything, but confidence is something you need to develop and practice. The problem is a lot of people think I will become successful and then I will feel confident. They think that success causes confidence because they see successful people and the successful people all seem to be very confident, at least confident in that area. Successful athletes are very confident about, you know, athletics or about their sport.

So people think the success comes first and the confidence comes second, but that is not true. It's the opposite. The confidence comes first then the success comes second. Confidence causes success. Confidence causes success. So how do you get confidence if you don't have success yet?

For example with speaking English maybe right now you make a lot of mistakes. You talk slowly. Your pronunciation might be bad or not very good. So you say A.J., how can I be confident? I'm focused in on all these terrible things I'm doing. Well, exactly. That's the problem. You're focusing on what's wrong. You're focusing on mistakes. You're focusing on what's negative and therefore your confidence is not very strong or maybe it's strong, but it can still be stronger.

So how do you create confidence? It's very simple. Number one, as many of you know already, especially my Power English students you know, you create confidence first with your body. That means your shoulders are back. Your chest is up. Your chin and your head are up. You have a big smile on your face and you breathe deeply. You have strength in your body and you stand with a strong posture. Automatically that will make you feel stronger and more confident, just changing your body.

Of course the opposite is true too. Your shoulders are down and your head is down and you're not smiling. You're breathing kind of small. You're going to feel less strong and less confident. So the first thing you do is every time you listen to English, every time you speak English, you put your shoulders back, your chest up, your head up and you smile. Even if you're not feeling good do those things. Stand strong or sit strong with your back straight and up. That will make you feel stronger and more confident automatically.

The second thing you do is you use a very strong voice when you speak English. In the mini stories sometimes you only speak one word, yes, no! You're answering those easy questions. When you do it you do it with a strong voice, a loud voice. You don't say yes, no, I don't know. Even if you don't know shout I don't know! Okay? Shout it with strength and confidence. I don't know! Okay?

You don't have to say I don't know. I don't know. That's weak. That kills your confidence. There's nothing wrong with not knowing, okay? Nobody is perfect, nobody knows everything, so if you don't know fine, but say it strongly and with confidence. I don't know. I don't know. Okay? Say it however you want. You can shout it, you can say it strong, slowly, and it doesn't matter, but say it with power in your voice, a strong voice every time you speak English.

Here's another thing. When you talk to somebody in English I want you to look into their eyes. So your shoulders are back, your chest is up, your head is up and then with your eyes look them in the eyes. Now don't stare at them, you know, for five minutes in the eyes and don't look away but most of the time, look directly in their eyes.

Now I know that in some cultures, I know especially in Asia, this is not good, right? This is maybe not polite. So that's fine. When you're speaking your language to other people from your country do what's normal for you. If you're Japanese and you're speaking Japanese to a Japanese person then of course you will do what's normal in Japan, so I'm not talking about that. But when you talk to a native speaker, if you're Japanese and you talk to an American or you talk to a Canadian or a European and you're speaking English then you follow our way, okay? And you're going to look them in the eyes and you're going to have a strong body, confident body. You're going to stand strong with your shoulders back, your chest up, your head up and you're going to look in their eyes most of the time, directly in their eyes.

Yes, I know this might feel uncomfortable for a while that's okay. When I was younger this was uncomfortable for me. You know I had to look in people's eyes, especially adults, you know, and I felt kind of nervous about it because I was not confident then, but I just practiced it. I just kept doing it. I'd practice it and I'd look away, I'd practice again and then over time it became comfortable and now it's what I normally do, so try doing that as well. So just by doing those things, strong voice, standing strong, you build your confidence.

And there's one more thing you do to build confidence and you probably already know this, but I'm going to remind you anyway and that is you have to control what you focus on. A lot of students focus on mistakes. They focus on what's wrong. You see it on the forums a lot, especially with our new members, right? They always apologize. Oh, I'm so sorry. My writing is terrible. I make a lot of mistakes. Please forgive me. There's no

confidence there. Why? They're focusing on what's wrong, right? Immediately they're focusing on mistakes, on what's wrong. Oh my God my English is terrible so, of course, no confidence.

And if you do that a lot, if you're always focusing on your mistakes, on what's not good enough, oh, my grammar is bad, oh, my vocabulary is bad, oh, my writing is bad, oh, my pronunciation is bad, oh, my listening is bad, if you're focusing on that all the time, every time you're doing English, you know writing or listening or anything with English, if you're focusing on the mistakes and what's bad guess what happens? Your confidence is destroyed. You have zero confidence.

And here's another thing, this is a simple human truth, when someone is not confident we don't listen to them. This is true in your native language, right? It's true with me when I talk to Americans. If I talk to someone and they're talking very soft and they have no confidence, you know I really don't listen to them very much. I don't respect them very much. But if someone is very strong and confident when they speak, even if their English is not great, I listen to them. They're confident, so I think oh, they must have some good ideas. This is an interesting person. I'm going to listen to them. It's the same with writing. It's the same with anything in life.

So here's what you need to do. You need to focus on success. Focus on what's good. So already you know some English. Already you're communicating with other people in English. You're getting on the forums, for example, and you're writing English and you're communicating with people all over the world. So what if you make a few mistakes, it doesn't matter. That's amazing! A lot of people in the world can't do that. I can't do that in Spanish yet, so you're much more advanced with English than I am in Spanish. So you should be proud. You should feel some strength. Focus on that success.

If you feel like right now you don't have any success focus on the future. Imagine your success. Imagine, for example, imagine yourself standing in front of hundreds of people, maybe thousands of people and speaking to them powerfully, confidently in English and they're listening to every word. They're so interested in what you're saying. Imagine it's happening right now. See it in your mind. Feel it in your body. You'll feel more confident when you do that, especially if you make your body strong at the same time.

So that's all you need to do, but there's one more little secret, you have to do it every day. It's just like sports. It's like your body. It's like running. It's like going to the gym. If you want to be a runner and run marathons and run a long time and run fast and be strong you can't run just one day, okay? You have to run many times a week. Most runners run or walk every day and they get stronger and stronger and stronger and faster and faster and faster.

If they stop running for six months or one year or two years guess what happens? They get weaker and weaker and weaker. It's the same in the gym if you're lifting weights, right? Everybody knows this metaphor. You go to the gym one day only and then you never go to the gym again you're not going to build strong muscles. You've got to go to the gym every week, several days a week. When you do that week after week, month after month, you get stronger and stronger and stronger and stronger and stronger of course. But here's the thing and everybody knows this, if you stop going to the gym, even if you're strong now if you stop going to the gym one year or two years later you're going to get weaker, weaker and weaker. Actually it happens faster than that.

So it's the same with confidence. You've got to practice confidence every day, even when you don't feel like it, right. Runners or athletes they go running even when they feel a little tired sometimes, right? You know right now I walk mostly. I'm not running so much, but I go for very long walks. I walk one or two hours a day usually and some days maybe I feel tired or maybe some weeks I feel tired and maybe I'll miss a few days, but eventually I say, you know what, I've got to do this. This is important. I want to have energy and I know I need to go out for a long walk. So I do it, even when I don't feel like doing it sometimes.

Well it's the same with confidence. You must practice confidence every day. You've got to practice with your body, with your shoulders back, your chest up, strong voice, imagining your success, feeling it and seeing it now, focusing on your past successes, focusing on what's good now and what you're good at now. You've got to do that each and every day. Sometimes you're tired and depressed; you still need to do it anyway. Maybe it won't feel very good, but you need to practice is anyway.

So this is another part of your homework, this is the final part, practice confidence every day. Practice making your body strong and confident every day. Pull your shoulders back. Put your chest up. Bring your chin and your head up. Look directly up and ahead, not down at the floor. When you speak, speak with a strong voice in your language and in English. Remember what you're grateful for. Remember all the good things in your life, all the successes in your life now and in the past. And then, finally, imagine the success you want in the future. Imagine your confidence in the future and imagine it's happening now. See it and feel it in your mind and in your body.

You should do that little ritual, do that, you know, step-by-step process each and every day to practice your confidence. That's how you become super confident and when you become super confident man it's automatic. You will become super, super successful in many different parts of your life. It's amazing, but you have to practice it. You've got to do it each day. So I hope you believe me and I hope you do it. In fact I know you'll do it because you're a VIP member, you're special.



Because you joined this program I know you want more than just a few vocabulary words. You want to speak confidently, you want success in your life and you want to be a true leader that helps other people. Because of that I know you will do this homework.

So I will see you on the VIP social site. I will see you on our general member's forums.

Have a great day. I'll see you again soon. Bye-bye.