One Word vour life Expanded Edition JON GORDON DAN BRITTON JIMMY PAGE

Praise for One Word That Will Change Your Life

"One Word is a great little book that conveys a profoundly simple idea. Discover your One Word for the year, own it, live it, and experience its impact on your life. One word for this book: Priceless!"

-Ken Blanchard, coauthor of The One Minute Manager[®] and Leading at a Higher Level

"My wife and I read *One Word*, and we loved it! My favorite word for this book is *Powerful!* Read it today and discover the power of *One Word!*"

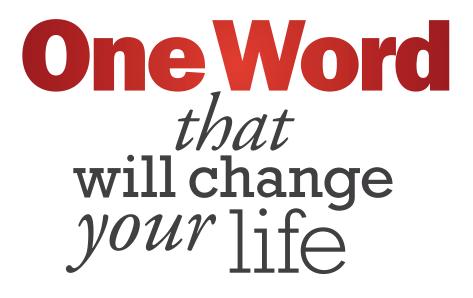
> —Lou Holtz, former Head Coach of University of Notre Dame

"Our lives so often feel cluttered, confused, and complex. *One Word* shows the way to the simplicity of focus. It guides you to what should currently matter most and clarifies how to live from that place. This is a game-changing concept that will transform how you do your life. Get *One Word*. Read *One Word*. Find your *One Word* . . . and you will experience the best year of your life!"

—**Dan Webster**, Founder, Authentic Leadership, Inc.

"In the past 10 years, I've been asked to editorially review at least 1,000 books on leadership, personal change, and life purpose. If I were forced to choose one favorite among them, my number one choice would be *One Word That Will Change Your Life*. Why? In a word, the book makes a bold promise—and then it delivers. I've read it cover to cover twice now. Dan, Jimmy, and Jon have produced a gift that will do just what it says: change your life! I recommend you embark on the thrilling *One Word* adventure and invite your friends, family, and coworkers to join you. I predict you'll soon have some of your most interesting experiences ever."

> ---Ron Forseth, Vice President of Business Development, Outreach Inc.



EXPANDED EDITION

JON GORDON DAN BRITTON JIMMY PAGE



Cover design: Michael J. Freeland

Copyright © 2014 by Jon Gordon, Dan Britton, and Jimmy Page. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with the respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

ISBN 978-1-118-80942-6 (cloth); ISBN 978-1-118-82859-5 (ebk); ISBN 978-1-118-82848-9 (ebk)

Printed in the United States of America 10 9 8 7 6 5 4 3 2 1 If you want your life to change . . . to be more rewarding and exciting than ever . . . you can do it with just *One Word*. We guarantee it.

contents

Introduction

ix

1 The Story of One Word

Something Needed to Change Our Stories Tap into the Power

2 The Power of One Word 13

The Six Dimensions

3 The One Word Process 19

4 Prepare Your Heart: Look In 25

The Silent Killer Make the Investment Unplug

5 Discover Your Word: Look Up 37 Plug In Listen Up

6 Live Your Word: Look Out 45

Live It Out A Few More Tips

7 Spread the Word Share the Power

53

8	One Word for Schools One Word for Teams One Word for Families	59
9	<i>One Word</i> Legacy	79
10	My One Word	83
	GetOneWord.com	91
	<i>One Word</i> That Will Change Your Team	93
	Acknowledgments	95
	About the Authors	97

Introduction

If we could give you one thing that would improve your life in incredible ways, would you receive it? *If* this one thing was so intuitive and easy to use that you would be crazy not to try it, would you give it a shot?

What is this one thing? It's just One Word. That's right—One Word That Will Change Your Life.

In this book we will show you how to discover the word that is meant for you. It's your *One Word* vision or theme for the entire year, and it will help you become the person you were born to be.

When we first discovered this simple concept in 1999, we never imagined thousands of people would experience life change year after year. However, over the years we have witnessed others experiencing the same life change we have experienced. We came to realize that we had to share this life-changing concept with as many people as possible.