

MAXIMS
4
MAVERICKS™
Vol. #1



Concise insights for

an uncommon life

A Manifesto

Kent Healy

Dedication

I dedicate this book to the constructive and creative disruptors of the status quo.

All progress depends on you.

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START HERE: IS THIS BOOK FOR ME?

There is a very good chance it is. This won't be your common slapdash ebook. As always, if it doesn't first pass through my judicious info-filter, I won't share it. Period. In my world, it truly is about *quality*, not quantity—and I've spent many hours refining this content.

I created this book with the objective of offering thoughtful concepts to others interested in leading a life outside the confines and monotony of the status quo.

It's probably safe to assume that you're not content with taking orders, working a 9 – 5 job, participating in corporate politics, and keeping up with the Joneses. If part of you believes there is much more to life, then we're kindred spirits.

Whether you are a seasoned businessperson, greenhorn entrepreneur, curious employee, striving student, parent, blogger, marketer, techie, artist, or simply have a pulse and seek additional creativity, then this small book will help you discover and create opportunities you didn't know existed. Want more freedom? Creativity? Clarity? Options? Business? Or a renewed supply of inspiration?

It's all here.

If this quest against mindless conformity sounds appealing to you, then I welcome you to join me, and thousands of other readers, on a journey of creating and enjoying an uncommon life—a life on *your* terms.

- Kent Healy

Table of Contents...



A request to collaborate.....4

Q&A:

 What is a Maxim?.....4

 What is a Maverick?.....4

The Maverick, a poem.....5

The original Maverick, a true story.....6

Introduction:

 Type-2 brain drain: The art of unlearning.....7

 A call to all creative disruptors: Mavericks rise.....8

First and foremost:

 Predictably irrational: The power of a maxim.....9

 Unintentional consequences: For better or worse.....9

 The subjectivity of reality: Your opportunity.....10

How to read this book?.....11

Maxims:

 1. "Reality is negotiable.".....12

 2. "Perception is the problem and the opportunity.".....13

 3. "Logic marks the boundaries of impossibility.".....15

 4. "Never assume the obvious is true.".....16

 5. "Social rules and norms are often
 illusory assumptions.".....17

 6. "Opportunity is reserved for those who seek it.".....19

 7. "It's never a lack of resources,
 only a lack of resourcefulness.".....20

 8. "Competence is our only security.".....22

 9. "Motion is not action.".....23

 10. "Direction trumps distance.".....24

About the author, Kent Healy.....25

A REQUEST TO COLLABORATE

Few things are more detrimental to humanity than hoarding helpful information. Fortunately, we're in an age of unprecedented collaboration. Information is being created and shared on a scale never thought possible. And that is exciting.

Whether you view yourself as a creator or not, *anyone* can participate and contribute through collaboration—i.e.: connecting people and/or sharing existing information that may improve another's life.

As you may or may not know, *Maxims for Mavericks* was originally created as a pet project and released in physical form in 2007. The surge of underground support and heartfelt stories I received challenged me to think on a larger scale:

How can I share this information with more people?

The answer was obvious. An ebook. No duplication or shipping fees and immediate delivery. Sweet. I rewrote this book with no intention of making money and every intention of making it available to all. But its impact ultimately depends on YOU. So please, don't hoard...

SHARE

I ask you to share this work with your friends, family, and social networks. More than ever before, we need Maverick thinkers. Please share the link below with your friends and followers:

<http://su.pr/1QBXqb>

Q & A:

Q: What is a Maxim?

A: An expression of a general truth, a principle, or a rule of conduct.

According to the eighteenth-century Russian philosopher, Immanuel Kant, a *maxim* is a self-created rule or belief that composes our internal playbook; it's part of a code that we consult when making the very decisions that shape our life. Our maxims lie behind every action and, therefore, contribute to every outcome we experience. Many important lessons, perspectives, and insights have been distilled into concise quotations, statements, and... maxims. Very few words, but very profound insights.

**The wisdom of the wise,
and the experience of ages,
may be preserved by quotation.**
— Benjamin Disraeli
Former Prime Minister of the U.K.

Q: What is a Maverick?

A: An individual independent in thought and action.

THE MAVERICK

Apoem

Beyond the constraints of a monotonous environment
Emerges a free mind choosing empowerment

Remaining free in spirit and in mind
The Maverick breaks through tiresome conventional binds

Without regard to the status quo
There is much more out there, that they know

Always searching and thinking too
Never accepting "no," only "yes" will do

They inspire, create, invent, and explore
Allowing those around them to grow and know more

Their insatiable curiosity and compassion for life
Drives them to seek ways to eradicate strife

Often driven by a passion to serve
They help others create the life they deserve

And although nothing is certain, they will take a chance
Never fearing to ask the hand of opportunity for a dance

They blaze their own path, pushing aside the imitations
Helping themselves and others exceed their own expectations

"You can't do that," they are told
But they always step forward, acting bold

They break the conformist mold and risk looking like a fool
But in the process they become the exception to the rule

The Maverick will not be discouraged and stop
They refuse to give up until they're at the top

They define success and what it means to live
By accepting nothing less than the best they can give

They step up to the challenge and never abandon the cause
Helping humanity advance past its flaws

Because they think they can, Mavericks always will
They understand and use the power of free will

By Kent Healy

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THE ORIGINAL MAVERICK

A true story

Samuel A. Maverick was a lawyer in south Texas during the middle of the nineteenth century. To settle a debt of \$1,200, a client gave Maverick four hundred head of cattle. Little did Mr. Maverick know that these cattle would immortalize his name.

With no experience as a cattle rancher and no immediate use for the animals, Maverick thought about the situation and acted in a way no one expected.

He decided to let his cattle roam free without a brand to indicate his ownership. Nearby ranchers were confused and upset. "Why would anyone let their cattle roam free without first being branded?" they uttered almost mockingly.

The ranchers didn't recognize his subtle genius. Maverick was about to change the rules of the game.

Not long after releasing his cattle, Maverick shrewdly announced that any cattle found without a brand in southern Texas were *his* cattle.

This was a very bold move that baffled other ranchers and caused a general uproar.

Maverick eventually sold his herd (a "few" heads larger than his original 400 count), but the word *maverick* became widely used throughout the West to describe any unbranded cattle roaming free in a world at the junction of convention and non-conformity.

The term maverick was also soon adopted in England, where well-known English writer Rudyard Kipling popularized it in one of his stories, "*A Mutiny of the Mavericks*," in which he described the Irish Royal Loyal Musketeers as "masterless and unbranded cattle."

Today, the term maverick is often used to describe freethinkers and original individuals living life on their own terms and choosing not to be defined or "branded" by social norms or conformist labels.



Introduction...

TYPE-2 BRAIN DRAIN:

THE ART OF UNLEARNING

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.”

– Alvin Toffler
Journalist and futurist

I'd like to show you a world many people can't see. No travel required; just a sidestep around the dichotomies of modern life and the assumptions that frame our rather subjective understanding of “reality.” It will be fun and liberating. Trust me.

I wrote this book to share some practical, yet uncommon perspectives that will help you get a glimpse of the world the way a Maverick sees it—and then in the process, become one, or simply enjoy learning more. This will be a journey of rethinking, relearning, risk-taking, and reward. But before departure, there is one principle you must first understand:

What we “know” about the world influences our perception of it more than the world itself.

Put simply, our success and creativity depends largely on how we have learned to view and interpret ourselves, others, and the world around us. The problem is, in many cases, our education severely restricts the options and opportunities we recognize. And, of course, *we can't take advantage of what we don't know exists.*

As we strive to accumulate more knowledge in the name of education we often forget the importance of unlearning information that has outlived its relevance. Hence, our ability to create life on our terms will not only depend on *how much* or *how well* we learn, but also how and what we choose to unlearn to give way to new interpretations of what is possible.

Traditional schools of thought and conventional knowledge often lead to the reproduction of past results. Creating the new out of the old, on the other hand, requires an unconventional perspective.

The last decade has shown us that many assumptions, rules, and customs from the past century do not apply today. But those still resolute about operating in the construct of a past era are only participating in a game of make-believe: *the notion that the ‘safe’ route is the familiar route*—a very dangerous misconception. As best-selling author and thought leader Seth Godin has said, in today's world:

“Safe is risky.”

But those willing to toss aside the previous perspectives of yesterday stand to gain some incredible rewards because we're in a time of mass transition—a stage referred to as an interregnum. Complex word; simple meaning: ***The old model is dying, but the new is not yet born.***

This spells immense opportunity. If you don't see it yet, you will. The current circumstances have set the stage perfectly for the...

Maverick's era: where thinking different is not only wise, but necessary.

A CALL TO ALL CREATIVE DISRUPTORS:

MAVERICKS RISE

Every so often an individual's curiosity, frustration, and/or inspiration urges him or her to break tradition and challenge the status quo.

The goal of such Maverick thinkers is not to appease a subjective moral duty, but rather to encourage others to revisit their assumptions in an effort to transcend narrow-mindedness, complacency, groupthink, or mediocrity.

Sometimes these Mavericks speak a language the majority immediately understands, and other times their ideas are met with opposition, but most importantly, they instigate a new discussion that leads to new ideas and unforeseen solutions.

Despite the negative press, there is still a lot of opportunity—especially for those who wake up now and adapt their game plan. But today's path to personal liberation is often counterintuitive, which is why most people remain painfully wedged in the cogs of a broken machine.

No, thank you.

Maxims for Mavericks, as you will soon discover, challenges widespread assumptions and misguided common sense that keeps people stuck in a mundane or unfulfilling existence. Life doesn't have to be a grind, as many have demonstrated.

There have been, and always will be, individuals who stand out from the crowd. They accomplish exceptional feats, redefine age-old limitations, inspire others, and instigate transformation through innovation—all while enjoying the process. These are the Mavericks.

What do they have in common? An *uncommon* life philosophy that enables them to see, do, and create things beyond old paradigms of thought.

Mavericks offer something completely different.

Instead of trying to play the game better than other participants, they change the game itself. They operate by rules that change the rules.

It's a new game out there—and now it's your turn to participate.

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First & Foremost...

***Under all we think,
lives all we believe.***

– Antonio Machado
Great Spanish poet

PREDICTABLY IRRATIONAL: THE POWER OF A MAXIM

With no writing experience and one failed business at age 17, I still believed I could become a successful author and business owner. I had no evidence to support such a claim, but my belief in the possibility made it part of my reality. Six books and two successful companies later at age 27, I have exceeded most of my expectations. Had I adopted the opposite belief, I would not have started writing my first book and you certainly would not be reading this.

I share this one example to showcase the two principal effects of a maxim:

1. Beliefs shape reality in two ways: Behavior and perception. Before reading this book, you first had to believe it was worth your time. Before driving to work, you had to believe it was wiser than not working. Your actions, feelings, behavior—even your abilities—are always consistent with your core beliefs. (Beliefs => Actions). But our internal maxims also frame, distort, and create our “reality” by filtering out information that does not correspond with what we have chosen to believe (Beliefs => Perspective).

2. We always act in accordance to the beliefs we hold true about ourselves and the world we live in. Despite conscious efforts and will-power, we literally cannot act otherwise—at least not consistently. Therefore, we can make surprisingly accurate predictions about the direction and quality of someone’s life by identifying the maxims they accept as truths. The challenge, of course, is identifying the maxims.

The power of a maxim is not derived from the words or ideas themselves, but from the belief that the ideas represent an indisputable truth. A belief is merely the mental act of placing absolute trust or confidence in an idea or concept. Therefore:

***Every personal transformation
is a transformation of belief.***

UNINTENTIONAL CONSEQUENCES: FOR BETTER OR WORSE

Maxims are extremely influential, which is both good news and bad. They are invaluable when intentionally or intelligently designed, but...

Unfortunately, most are not birthed in this way. Instead, they are formed by past experiences (positive and negative), general authorities (parents, teachers, bosses, etc.), friends, societal culture, and so on. And lo and behold, not all ensuing maxims serve us.

Assuming that money corrupts the human soul, for example, will not encourage the accumulation of it. Believing that leaders are born, not made, may stunt your personal and professional growth. Assuming that working hard trumps working smart may result in premature burnout. Believing your current circumstances are the result of fate may prevent you from exploring (or recognizing) opportunities for change.

Our assumptions about what can and cannot be done precede all possibilities.

The challenge is recognizing and candidly evaluating our internally held maxims by confronting our rather stubborn nature. In the first century A.D., the famed philosopher Seneca proclaimed, *“Every man prefers belief to the exercise of judgment.”* I agree. But although this may be accurate for the majority, it need not be your omen.

“What’s the world’s greatest lie?” the boy asked, completely surprised. “It’s this: That at a certain point in our lives, we lose control of what’s happening to us, and our lives become controlled by fate. That is the world’s greatest lie.”

– Paulo Coelho
From, *The Alchemist*

THE SUBJECTIVITY OF REALITY: YOUR OPPORTUNITY

Intelligently crafting maxims that encourage creativity is extremely advantageous in a conformist’s world. Independent thinkers are uninhibited by dominant, yet obsolete, opinions.

Consider the words of French Nobel Prize Laureate, Andre Gide: ***“The belief that becomes truth for me is that which allows me the best use of my strength; the best means of putting my virtues into action.”*** This maxim is likely responsible for a great deal of his immense success.

“But what if a maxim is not true?” Well, my first response is, “True compared to what?” Remember, values and beliefs are often subjective and reflective of our own reality. My second response is a caveat: The denial of common facts or even common sense is a personal choice. On either extreme, the result is either unprecedented innovation or a one-way ticket to the psych ward. But for better or worse:

Beliefs need not be grounded in reality to shape it.

As Thomas Theorem states, situations defined as real, become real in their consequences. Reality may present what appears to be an adamant collection of facts and information, but outside the laws of science (which we admittedly still know little about), the majority of our most restricting rules (often self-imposed) can be bent, broken, and refashioned. By changing the way we look at ourselves, other people and the world, a new realm of possibility presents itself.

Genius is only a superior power of seeing.

– John Ruskin

Famed art and social critic

It is my sincere hope that this book offers you the opportunity to consciously and constructively redesign the lenses through which you navigate the world.

*Once in a while it really hits people
that they don't have to experience
the world in the way
they have been told to.*

– Alan Keightley
Author



How to read this book...

ELEMENTS OF STYLE:

INCREASING YOUR ROI

There is a great deal of insight locked away in a single maxim. To reveal the more discrete perspectives, I have followed each maxim with three subsections:

1. Illumination
2. Belief
3. Reflection

1. Illumination: A more-detailed description of the concept captured within the spirit of the maxim.

Why the word Illumination? Centuries ago, there was a secret society called "The Illuminati." This powerful organization influenced much of the political happenings of the time. They created "reality" in the way they desired by acting on information that the majority of others did not have. The name Illuminati derived from the idea that these individuals were the "enlightened ones." A closer examination of each maxim is an enlightening process—hence the title, Illumination.

2. Belief: In addition to the maxim itself, I identify other variations of beliefs that Maverick thinkers adopt in everyday life.

3. Reflection: Simple and practical questions that help apply the maxim to your life.

UNINTENTIONAL CONSEQUENCES:

FOR BETTER OR WORSE

No two people are the same. We all have different styles of learning. However, since we are still members of the human family, there is a universal truth we should take into consideration: *Changing our patterns of habitual thinking does not occur in one sitting.*

You may enjoy reading this book from beginning to end immediately, but I suggest you then choose one maxim to focus on for one full day at a time and make it your central theme for at least twenty-four hours. Below are some other techniques you may consider:

1. Display the maxim on your screensaver or desktop. Visit www.maximsformavericks.com/blog/wallpaper/ for free high-resolution desktop images featuring each maxim.
2. Write the maxim on a small piece of paper and keep it in your wallet or purse.
3. Write the maxim on Post-it® notes and place the notes in locations you will see regularly.
4. Find a friend to accompany you through this process. Send each other reminders of the core principles and Maverick beliefs throughout each day. You may find a like-minded Maverick willing to take this challenge with you at www.maximsformavericks.com/blog/open-mic/

***Man's mind stretched to a new idea
never goes back to its original dimensions.***

– Oliver Wendell Holmes
American physician, Professor, & Author

Maxim 1.

“REALITY IS NEGOTIABLE.”

— Timothy Ferriss
Author and speaker

Illumination:

This is the maxim that enables and accelerates the effect of all others. Mavericks share very specific commonalities that enable their fairy-tale-like realities of success and fulfillment to exist in a world of conformity and traditionalism—and this concept is kingpin.

When others succumb to popular opinion, Mavericks bring a new perspective to a longstanding reality that others have declared permanent and unchangeable. As they see it, **success, entrepreneurship, leadership, and responsibility begin as a mind-set, not a skill-set.**

Mavericks seek to maintain a converse outlook on the same world we all share and consequently discover new paths to new possibilities. It's no surprise, then, why some individuals transform the mundane or impractical into a life of freedom, adventure, and meaning, while others bask in pities of an unfortunate "fate."

Of course, the opposite of a predetermined fate is one of negotiation, whereby multiple outcomes may stem from a single set of circumstances depending on the negotiator's willingness to test assumptions and propose alternatives.

Philosopher, Noam Chomsky observed, **"Modern industrial civilization has developed within a certain system of convenient myths"**—myths we too often assume are uncompromising universal laws.

But much more is open for discussion and interpretation than we're taught to believe.

This concept of negotiating brings into question our definition of reality itself. **The problem, as psychoanalyst Slavoj Zizek may suggest, is not that we are participating in a fantasy, but the fact that we are unaware it is one.** It's the conscious awareness of this theatrical experience that seats us in the director's chair.

It's time to interrupt our daily sleepwalk.

Any giant step forward that has been made by a Maverick came about because progress requires innovation. By doing the same things, we cannot expect to get different or better results. New approaches, new perspectives, and new beliefs about what is possible must always precede any advancement or enhancement of our current "reality."

In the words of Chester L. Karrass, **"You don't get what you deserve, you get what you negotiate."**

Never settle.

Beliefs:

- Reality can be bent, fashioned, and shaped through creativity.
- The number of available alternatives is limited only by imagination.
- Life only gives what we request of it.
- Our mentality not only shapes our reality, it *is* our reality.

Reflection: Questions & Actions

- What is my ideal reality and what mentality would enable the creation of it?
- What beliefs have shaped my reality to date? Are they helping or hindering?
- In order to experience _____, I would have to believe _____. What maxims will help me experience more of what I want?

“PERCEPTION IS THE PROBLEM AND THE OPPORTUNITY.”

— Kent Healy

Illumination:

Reality is not definable because it's an interpretation unique to each of us. And our interpretation depends entirely on our perception of what we encounter. In other words, we all live in the same world, yet see it very differently.

But what too many people overlook is the fact that perception is simply a mirror—our state of mind reflected outward. The critical insight is recognizing that ***we don't see things as they are; we see them as we are.***

Knowing this, Mavericks consciously choose expectations and beliefs that best serve them because they understand that all change in their outside world begins with their perception of it.

This is precisely why ***thinking different makes all the difference.***

“When you change the way you look at things,” says Dr. Wayne Dyer, “the things you look at change.” To a Maverick, this is not just an artful shuffling of rhetoric, but a reminder that reality is subjective. Our reality is formed as a result of our knowledge, expectations, and our beliefs about what we are seeing. Renaissance man, Leonardo da Vinci, agreed: ***All knowledge has its origins in perceptions.***

Solutions and opportunities are both buried and unearthed by perspective alone. Too often we obsess about the gargantuan task of changing reality when change actually begins by changing our perception of it. As the British philosopher, Bertrand Russell, asserted: ***“The greatest challenge to any thinker is stating the problem in a way that will allow a solution.”***

When Samuel Maverick was blindsided by his repayment in the form of cattle, his initial analysis of the circumstances was critical. It was a situation most would have declared a stalemate, but instead, Maverick's interpretation created an opportunity—and a legacy. He saw options everyone else overlooked because he understood that ***most “problems” simply indicate a problem with perception.***

While many people fixate on the inconvenient nature of unsuspecting challenges, Mavericks explore the contrary: the opportunity. A Maverick's approach to life is less about skill and more about perspective—the way in which they frame what they encounter. Winston Churchill's famed words summarize this concept in one sentence, ***“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”***

The mind is both the wall and window to the world—the problem and/or the opportunity. But if luck is “when preparation meets opportunity,” then the real value of the opportunity only increases once it's perceptible.

Beliefs:

- My disposition shapes my perception of the world.
- Problems often indicate the need for a new question.
- Opportunity is a reflection of perception. Therefore, revealing opportunity requires altering perspective.

Reflection: Questions & Actions

- What am I currently overlooking?
- What am I currently underestimating?
- What would I have to assume to see this issue in this way?
- What would be the result if I assumed the opposite?
- Borrow a Maverick's perspective: How would _____ (name of Maverick) view/approach this situation?

“It is one of the commonest
of mistakes
to consider that the limit of our
power of perception
is also the limit of
all there is to perceive.”

- C. W. Leadbeater
Clergyman and Theosophical author



“LOGIC MARKS THE BOUNDARY OF IMPOSSIBILITY.”

— Kent Healy

Illumination:

Doing what “makes sense” is a common objective for most people—hence the phrase “common sense.” The drawback to this mode of thinking is that it consequently leads to very common results.

Logic does play an important role in life, but rarely one of creativity. Eventually, we must challenge the comfort we crave in logical thinking because the rational mind leaves little room for innovation. It seeks, instead, familiarity, predictability, and certainty based on common knowledge. But above all, logic is married to practicality. Not exactly ingredients for original or remarkable results.

At the turn of the twentieth century, George Bernard Shaw wrote:

“The reasonable man adapts himself to the world: the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man. The man who listens to Reason is lost: Reason enslaves all whose minds are not strong enough to master her.”

It was unreasonable for Christopher Columbus to begin his voyage of discovery when most believed the world was flat. It was unreasonable for Nelson Mandela to confront violence with peace. It was unreasonable for the Wright brothers to believe humans could fly. It was unreasonable for John F. Kennedy to claim that we would put a man on the moon. And it is unreasonable for Steve Jobs to believe he can “put a dent in the universe.”

But without these illogical thinkers, we would face a rather dull existence.

Boundaries of impossibility are always stretched by those unreasonable enough to believe that there is an exception to the rule.

“Never tell anyone something is impossible,” the saying goes. “God may have been waiting for centuries for somebody ignorant enough of the impossible to do that very thing.”

Beliefs:

- There are always new ideas, alternatives, and frontiers cloaked by rational thought.
- Ability, opportunity, and outcome are often predetermined by our perception of what we believe is possible and practical.
- “Impossibility” is an opinion.
- Creativity is stifled when sensibility takes priority over outcome.

Reflection: Questions & Actions

- How do I define what is reasonable and rational?
- How does my definition of what is “reasonable” influence my decisions and perspectives?
- A starting point for creative thought: If being practical or sensible were not required, I would _____.

“NEVER ASSUME THE OBVIOUS IS TRUE.”

— William Safire

Journalist & recipient of the Presidential Medal of Freedom

Illumination:

It's human nature to believe what we see, trust age-old advice, and rely on our instincts. But a Maverick will warn you: ***Don't believe everything you think.***

We cling to the obvious for many reasons: It's justifiable. It's popular. It's familiar. It's comfortable. And it's often the path of least resistance.

But—and you know it was coming—the ***“obvious” is also the first thing everyone notices and one thing that determines how most people respond.***

This, of course, is why it's a path to the prevalent and ordinary.

The obvious encourages us to oversimplify what we see and think, and then easily justifies our initial assumptions. We soon arrive at bold conclusions with the same baseless confidence that blinds us to the unimagined and the undiscovered.

To experience the ordinary, take life at face value. To pursue the extraordinary, be prepared to examine, test, and experiment. This isn't a skeptic's creed; it's a declaration of constructive speculation.

Mavericks assume that there is always more than meets the eye so they deliberately seek the unknown and question their own perspectives. ***Behind and beyond the obvious is where real value resides—by definition, it's the only place “discovery” can occur.***

Alongside the apparent lie many shades of gray—a subtle, but invaluable silver lining. So, never assume the obvious is true.

As Johann Wolfgang von Goethe noted, ***“It is easier to perceive error than to find truth, for the former lies on the surface and is easily seen, while the latter lies in the depth, where few are willing to search for it.”***

Beliefs:

- The obvious is the mask of subtlety.
- Seeking the silver lining requires the constant questioning of assumptions.
- Never oversimplify what appears to be “obvious.”
- Discovery begins with a new perspective.

Reflection: Questions & Actions

- What might I be overlooking?
- What are/were my initial assumptions about ___ and how did they influence my reaction?
- What would be the result if I assumed the opposite?

Maxim 5.

“SOCIAL RULES AND NORMS ARE OFTEN ILLUSORY ASSUMPTIONS.”

— Kent Healy

Illumination:

On one hand, rules and norms create social cohesion and order, but on the other, they breed conformity and complacency. Most social norms and rules were created with a purpose, but relevance is never permanent. Times change and change often requires a new approach. Put differently, **tradition is never an excuse for repetition.**

This maxim is far from an ode to lawlessness. Some social norms and rules are beneficial and others are enforced by judicial law, but many are not. As mentioned earlier, outside the laws of science (which we admittedly still know little about), the majority of our most restricting rules (often self-imposed) can be bent, broken, and refashioned—and this does not require being unlawful or unethical.

Even the legal system diverges from antiquated doctrine. Departures from legal precedents are known as *landmark decisions*. Mavericks, of course, are known for *landmark innovations* and developments—and many times, this requires stretching assumptions and beliefs about what is “normal,” expected, and possible.

The challenge is that most social rules and norms are so engrained in our behavior we hardly notice them and rarely, if ever, question them.

We assume working within the “9 – 5” construct is the most productive way to work. We assume a college degree is a precursor to success. We assume that work is best accomplished in person and within an office. We assume that living our ideal life requires a great deal of money. We assume retirement is a blissful finale to a life of sacrifice.

The list is endless.

Too easily and too often we assume our existing rules and norms are the best, most logical, and perhaps only way to navigate the world. But this train of thought is not only fallacious but perilous. We shut doors of opportunity and growth that we didn’t even know existed.

To the average person, reality is a stubborn collection of preordained rules operating in tandem with chance. While pessimists see an illusion of free will, Mavericks recognize that illusion and reality are actually one and the same. As Thomas Theorem states, **situations defined as real, become real in their consequences.**

The ongoing task of a Maverick is to maintain an impartial perspective when most people revert to personal habits, social customs, or conventional thinking. As author, Tim Ferriss, asserts, **“The commonsense rules of the ‘real world’ are a fragile collection of socially reinforced illusions.”**

Beliefs:

- By assuming there are alternatives I increase the odds of revealing them.
- “Normal” is a reference point based on popularity not possibility.
- Common assumptions lead to common results.
- Tradition is sometimes best described as superstition and does not always coincide with changing times.

Reflection: Questions & Actions

- What do I expect to happen next? Could those expectations be influencing/filtering how I interpret future possibilities?
- Considering a past decision that significantly impacted my life, to what degree did social pressures influence my decision?
- Who is an innovator I respect? What assumptions of the time did they have to question in order to innovate?
- If I assumed _____ and took actions that reflected this assumption, what is the worst that could happen? What is the best thing that could happen?

If everyone is thinking alike
then somebody
isn't thinking.

- George S. Patton
Commander, US Army, WWII

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Maxim 6.

“OPPORTUNITY IS RESERVED FOR THOSE WHO SEEK IT.”

— Kent Healy

Illumination:

Limitless possibility exists for those who believe it exists. Where others see barriers, Mavericks are busy proactively seeking and creating alternative options.

As are many skills in a Maverick’s repertoire, the application of this maxim is a matter of motive and a process of tailoring perspective over time.

Most opportunities are recognized by training ourselves to lay new eyes on familiar circumstances.

The challenge is juggling the seemingly paradoxical task of actively pursuing a desired outcome without observing life with preconceived beliefs and opinions—the most noxious of all being an assumption that great opportunities are extroverted by nature.

Much of the reason most people fail to see the options available to them is because, on some level, they expect opportunities to beckon them with flashing lights and thunderous music.

Regrettably, the opposite is true. Life rewards those who are curious, observant, and proactive—and often these rewards come in disproportionate and compounding ways.

Understanding this gives clarity to the phrase “the rich get richer” because success builds momentum as we hone our ability to probe reality. Life favors those who are constantly searching, seeking, and proceeding. As ancient Chinese philosopher, Sun Tzu, observed, “*Opportunities multiply as they are seized.*”

What we seek tends to reveal itself, but what is left unsought almost always remains undetected. This is why *seeking opportunity is always the best way to reveal it.*

Beliefs:

- Opportunities are largely introverted and require active observation.
- What I see in life is only the tip of the iceberg.
- Like any skill, I can teach myself to recognize more and better opportunities.
- Recognizing opportunity is the first step to security.

Reflection: Questions & Actions

- What opportunity is life offering me through this experience?
- What about this challenge have I not yet noticed?
- How can I add value to this situation?
- If I looked at this situation from the opposite perspective, what would I discover?
- Invert my current perspective with the following question: What is the opportunity cost of doing ___?

Maxim 7.

“IT’S NEVER A LACK OF RESOURCES; ONLY A LACK OF RESOURCEFULNESS.”

— Unknown

Illumination:

A lack of resources is an all too common justification for idleness, but circumstances should never be a gauge for action. Deficiencies are never more harmful than existing strengths are beneficial (unless, of course, we obsess about them).

Mavericks are not necessarily the most knowledgeable or the most intelligent, but rather, the most resourceful. *“Hoping for more” is a waste of time and “having it all” is often a curse disguised as a blessing.*

Constraints encourage creativity for the truly committed as they provide the impetus to take one more look, ask one more question, and try one more approach. Simply put, **constraints make complacency a non-option.**

Getting started and acting boldly demonstrates commitment and attracts further support and resources. Hired by Andrew Carnegie to lead a twenty-year study of success, Napoleon Hill discovered that a lack of immediate resources never prevented Mavericks from achieving. In his book *Think and Grow Rich*, Hill writes, **“Start where you stand, and work with whatever tools you may have at your command, and better tools will be found as you go along.”**

The challenge is recognizing what we currently have to work with and then using this capital in ways never before considered. This is the crux of what it means to be resourceful: creating new solutions and seizing opportunities with finite means.

Seventeenth-century French author François de La Rochefoucauld claimed, **“Nothing is impossible... if we had sufficient will we should always have sufficient means. It is often merely for an excuse that we say things are impossible.”**

Sometimes the greatest accessible resources are creativity, perseverance, and the ability to act. In a Maverick’s life, there are numerous times when those were the only tools available—but they were still enough to turn imagination into new possibilities.

The Carthaginian military commander, Hannibal, is often credited as one of the finest commanders in history. He was widely known for his confidence in making the impossible, possible with this maxim: **“We will either find a way, or make one.”**

Nothing becomes impossible due to a lack of resources; it’s simply that some endeavors require more creativity than others. We don’t need “everything” to get started. All we need is all we have.

Beliefs:

- Creativity and commitment should be viewed like any other resource.
- My success depends largely on how well I use the resources available to me right now.
- To increase access, encourage resourcefulness.
- Resourcefulness is the modern intelligence.

Reflection: Questions & Actions

- Revisit a personal goal where little progress is being made. Try thinking in extremities: "If this were a matter of life and death, how would I accomplish my objective?"
- Name a creative role model. Ask, "What would __[name]__ do to accomplish this objective?"
- Who has accomplished a similar goal? How can I speak with that person to learn from his or her experience?
- Who does have the resources I need to accomplish my goal? How did they acquire them?
- How can I be both more effective and efficient?



The most damaging phrase
in the language is,
'It's always been done that way.'

- Grace Hopper
American computer scientist & US Navy officer

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Maxim 8.

“COMPETENCY IS THE ONLY SECURITY.”

— Kent Healy

Illumination:

People seek security in odd places and in strange ways, but the common thread of most strategies is a reliance on someone or something external.

It's important to have a savings account, an IRA, a promising career, insurance, a supportive group of friends and family, and so on, but if recent economic trends have taught us one thing, it's that security does not exist in the same places and in the same ways it once did.

“Security is mostly a superstition,” according to deaf and blind author and activist, Helen Keller, “It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure.”

The sobering reality is that almost all external instruments of security are extremely volatile. They may offer support and mental comfort for years, then crumble quickly and unexpectedly. What then, is the path of the forward thinker? Well, it is, ironically, one of inward thinking.

The source of everything we experience is none other than ourselves—specifically, our thoughts and decisions. In this way, investing in more experiences and education is the only way to increase quality of performance.

It all comes into focus when we fully understand the following: **The only security in life is one's ability to produce results.** Life lessons, insights, and skills become our most precious assets.

Resourceful people will always utilize the resources around them, but they also rely on themselves as the most stable and viable vehicle for long-term security.

“The greatest risk in life is to wait for and depend upon others for your own security,” says author, Denis Waitley. **“The greatest security is to plan and act, and take the risk that will ultimately ensure your personal freedom and independence.”**

Truth be told, the one prediction we can make about the future is that it's unpredictable. But no matter the circumstances, we can always control and cultivate our talents and as, Warren Buffet has said, **“There will always be opportunities for talent.”**

Beliefs:

- My skills, knowledge, and experiences are my most faithful assets.
- Performance is currency.
- Learning and self-education must be an ongoing endeavor.

Reflection: Questions & Actions

- What investments in myself will pay long-term dividends?
- Considering my interests and goals, what skills and information will benefit me most?
- What educational opportunities might I be overlooking?

Maxim 9.

“MOTION IS NOT ACTION.”

— Unknown

Illumination:

The word “busy” is incessantly included in most self-descriptions of how our daily lives transpire. Most of us share the frustration of attempting to elongate time, yet no one in history has ever been successful in doing so.

Time is the one resource that remains consistent among all living creatures. There are only twenty-four hours in a day—we cannot save time or make time; we can only use it or waste it.

“Busy” people are plentiful in this world. Come the day’s end, there is little to show for the hours filled. Mavericks don’t work around the clock, but they do make every effort to circumvent inefficiencies with the understanding that moving ahead and making progress are very different things.

All too often we make the careless mistake of confusing engagement with productivity, yet Mavericks appreciate the remarkable difference between producing results and remaining idly occupied.

Many people complain about never having enough hours in the day, but squander their hours on countless futile activities.

Motion, indeed, is not always qualified action. This simple, but acute awareness highlights the distinction between two principal metrics: *Efficiency*: doing things right. *Effectiveness*: doing the right things.

For those attentive enough to realize it, **time is the only talent regulator**. Used correctly, time can help us hone skills, raise capital, nurture relationships, and summon additional resources, but we cannot invent more of it.

Paul W. Litchfield, former President and Chairman of Goodyear Tire & Rubber Company, observed while reflecting on his life, “Every man’s greatest capital asset is his unexpired years of productive life.” And **the way we use our time is directly related to how we value it.**

The “wealthiest” of people are those who can get the results they want, from the time they have, at the pace they desire. Time is worth much more than money, so spend it wisely.

Beliefs:

- Effectiveness should always precede efficiency.
- Conscious action is the path of the productive.

Reflection: Questions & Actions

- How do I personally define the difference between motion and action?
- Am I distracting myself with busy work to delay more important tasks?
- Is there a better way I can do this?
- How can I get better results with less time invested?
- What consumes the majority of my time and energy? What is the ROI on these activities?
- How can I measure/better understand the value of this activity so I can adjust my course when necessary?

Maxim 10.

“ DIRECTION TRUMPS DISTANCE. ”

— Kent Healy

Illumination:

Western culture praises those who are quick to collect accolades, rewards, and certificates of completion. “Stop questioning and just get on with it” has become a common concept for many people.

We are often led to believe that “achieving” is the road to happiness, mistaking accomplishment for fulfillment.

This assumption lures us into the strenuous and ambiguous cycle of constant achievement—never looking up until we’ve cleared our plate, checked off our to-do list, and completed our agenda.

But what if the very tasks we work so hard to complete were taking us to the wrong destination? It’s often an overlooked question worth asking.

As the old adage suggests, many people work very hard to climb the ladder of success only to find that it has been leaning up against the wrong wall.

The truth is, how far we’ve gone is not nearly as important as where we’re going. We should value our direction much more than the speed at which we move or the distance which we travel.

This is also why the act of starting something should not justify the journey’s end. In some cases, stopping is more beneficial and commendable than finishing.

More is not always better, and action without awareness is worthless.

Beliefs:

- What is accomplished is not as important as overall direction.
- Adjusting course when necessary is more admirable than stubbornly “staying the course.”
- Accomplishments can contribute to happiness, but they are not the source.

Reflection: Questions & Actions

- Does what I’m currently doing arouse passion?
- Does what I’m currently doing serve my long-term interests?
- What are the consequences of my current actions? Do the short-term outcomes concur with my long-term interests?
- Is it the journey or outcome that inspires me the most?

This ebook is only a brief succession of some notable Maxims. For more free maxims and other uncommon insights, visit:
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ABOUT THE AUTHOR:

KENT HEALY

At a young age, Kent realized that his conventional schooling was not offering the important life-skills necessary to become successful in the real world. His relentless drive to discover the workings of success led him to form relationships with world leaders in the field of personal development, author several books, and travel to speak around the globe. His recent work focuses on creative and uncommon ways to trounce the status quo in business and in life.

Kent often refers to himself as a student of life with an insatiable appetite to learn about the dichotomies of modern life and our assumptions that frame our rather subjective understanding of “reality.”

Today, in his late twenties, he owns and operates several businesses from publishing to real estate.

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*“May you live your life
as if the maxim of your actions
were to become universal law.”*

— Immanuel Kant

From 'Groundwork to a Metaphysics of Morals,' 1785

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