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## INTRODUCTION

Gerald McGinnis, Founder & Chairman of the Board, Respironics, Inc. said:

*“Value your listening and reading time at roughly ten times your talking time. This will assure you that you are on a course of continuous learning and self-improvement.”*

If someone asked your colleagues and friends to rate your listening ability, how would you score? What about your ability to focus? Those near and dear to you, what would they have to say about your ability to commit and follow through? How do you stack up as a continuous learner? Are you the person people come to for key information?

People who “get it” excel at these things and much more! There are 13 ItnessPoints, which are clues that someone gets it. So, who “gets it?”

You’re involved in something HUGE: you’re about to embark on a wonderful journey, a journey on which you find the keys to unlocking your itness. Are you ready?

People who “get it” understand that learning is not an end, but an endless process. They invest in themselves by making personal and professional development a priority, always taking courses, reading broadly, observing and making sure that they look at what’s been done before, not reinventing the wheel. They practice active listening and know the difference between listening and hearing.

Recognizing that that life isn’t just about them, and that there is a higher purpose, they understand the value of relationships, knowing that no one succeeds alone. They refuse to stick to the status quo, always looking for new and innovative ways to do things, finding creative ways to solve problems by thinking deeply and differently, having a high capacity for adapting to different situations.

They have a zest for life, loving and enjoying their work. They really get to know themselves, recognizing their vulnerabilities and finding ways to address them. Taking a holistic approach to life, they can see the bigger picture, always taking action, committing to goals and following through, while focusing only on the task at hand.

Are we born with “it?” Can “it” be thrust upon us? Or, is “it” something that we acquire? Some people “get it” and others don’t. Some of those who don’t “get it,” never will. Those who “get it” fall along a continuum, so some people have more of “it” than others.

Some people who “get it” can lose their “itness” if they lose the qualities of someone who gets it.

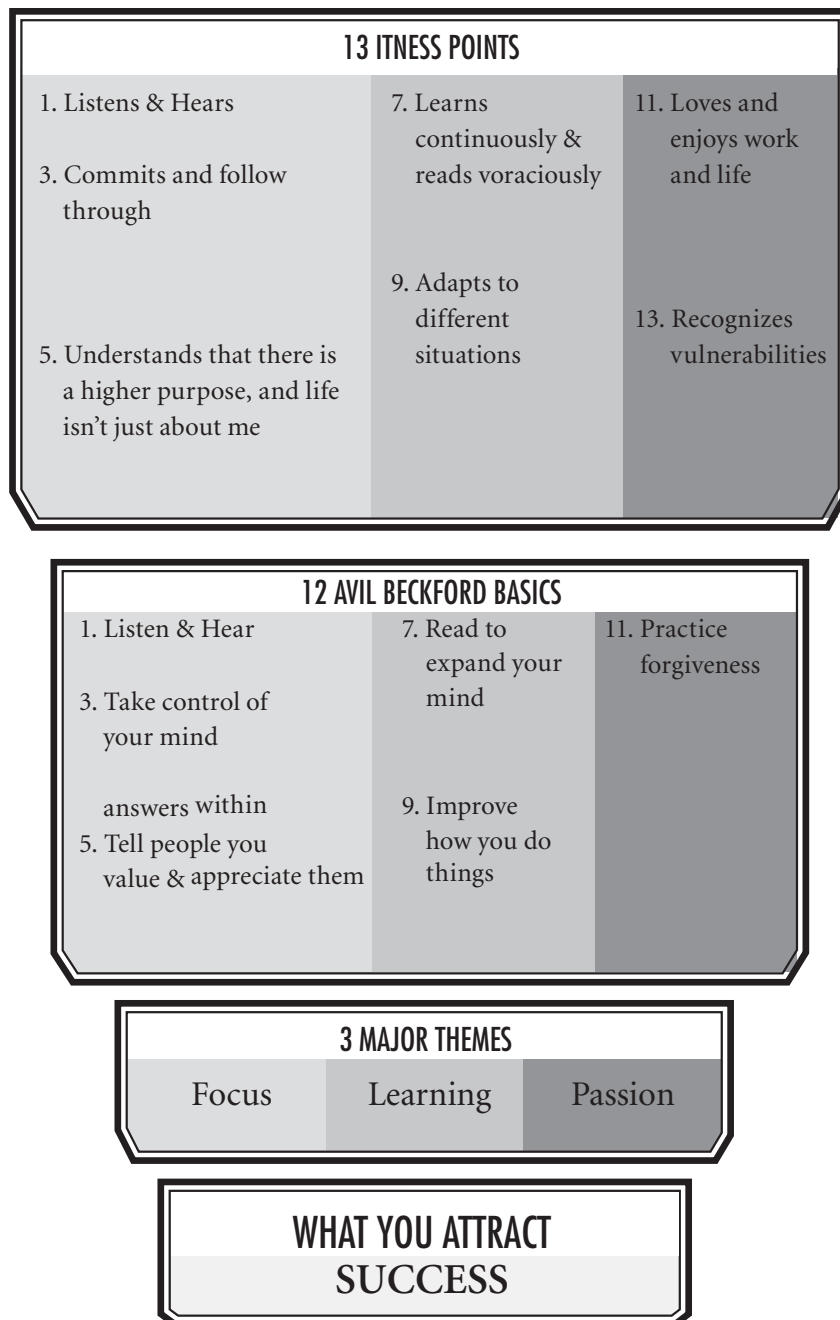




“It” cannot be thrust upon you, and if you’re born with “it,” you evolve as you grow and your “itness” comes out. For those of us who acquire “it,” as we evolve and grow, we become wiser and more enlightened. The highest point on the “itness” continuum is enlightenment. Enlightenment is the ultimate achievement in and of itself.

People who “get it” have seen firsthand that focus, learning and passion are integral to attracting success. The 13 ItnessPoints and the 12 Avil Beckford Basics, life lessons, which I have stumbled on along my journey, fall naturally under the broad themes of focus, learning and passion.

**TABLE 1: ITNESS FUNNEL**





Focus, learning and passion are part of an integrated whole that leads to success. The ability to focus makes you self-aware and allows you to connect to your inner guide and wisdom. The ability to perpetually learn, both formally and informally increases your value. And, the ability to unlock your passion brings more joy and happiness into your life.

Considering the speed and scope of change, information is now the currency that rules the world. In our present global environment, people who “get it” have a distinct advantage because they are change resilient and can find and seize the opportunities brought about by change. On your itness journey, live and breathe these 13 ItnessPoints and experience radical change, radical breakthroughs and quantum leaps in your life.