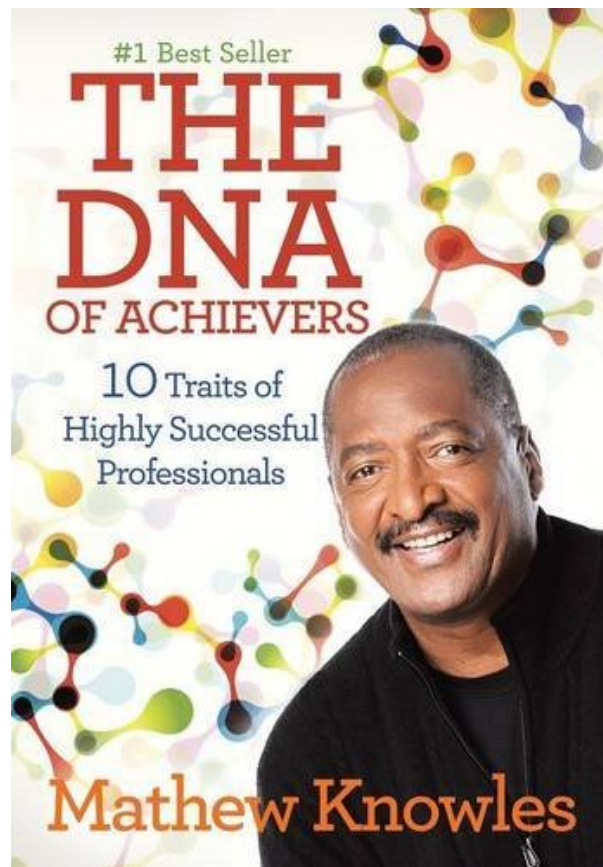
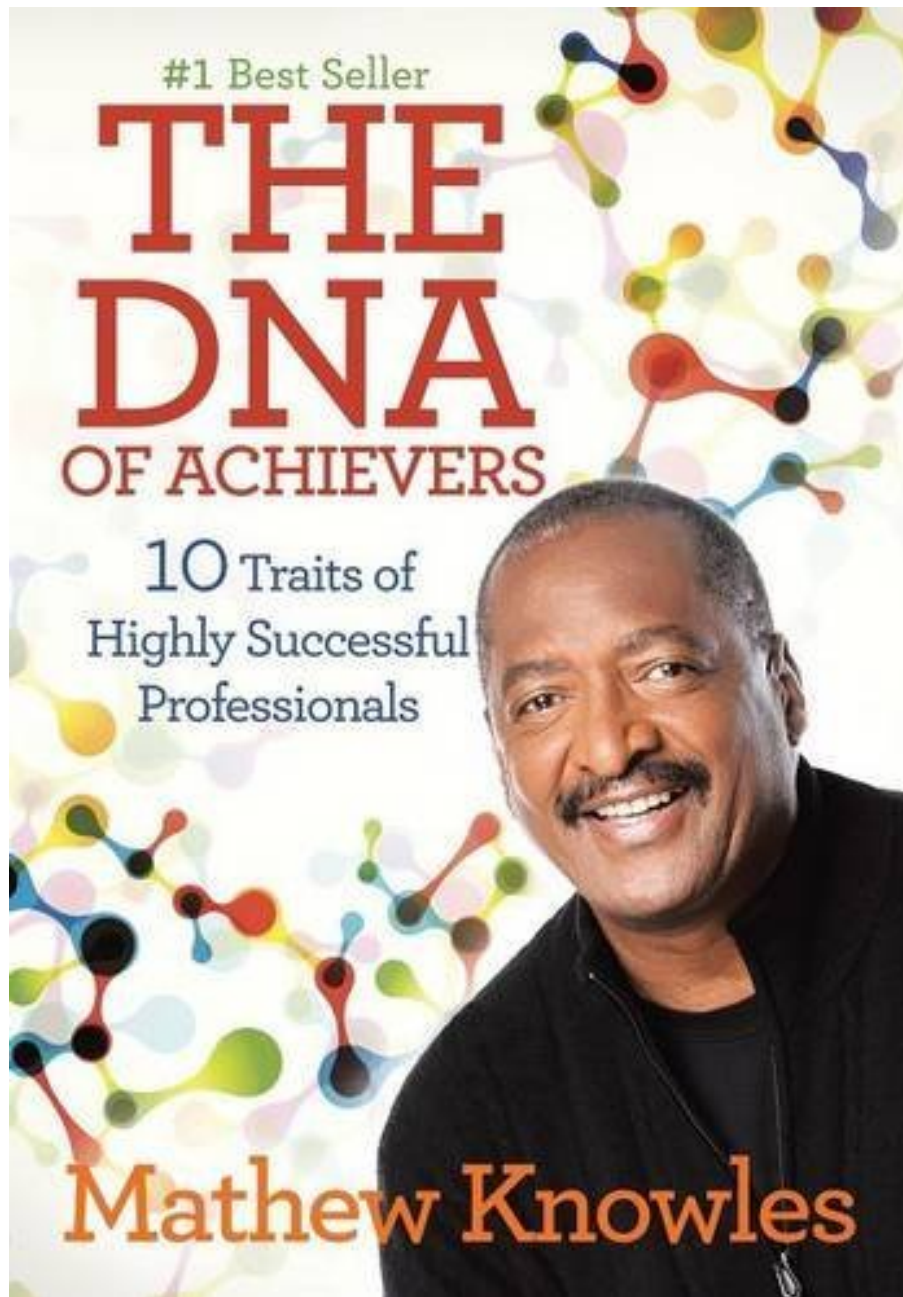


# **THE DNA OF ACHIEVERS: 10 TRAITS OF HIGHLY SUCCESSFUL PROFESSIONALS BY MATHEW KNOWLES**



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## **About the Author**

Mathew Knowles has often been referred to as one of the most influential entrepreneurs of our generation in the music and entertainment industry. He was responsible for nurturing and building one of the most successful music groups of all time, Destiny's Child, and the career of his megastar daughter Beyoncé. In addition, Mathew Knowles has continued to impact the lives of many through his global platforms, which include successful business ventures, record-label ventures, management services for recording artists and producers, artist-development services, endorsement and partnership deals, a master catalog series, film and television ventures, licensed merchandise products, and philanthropic work. Currently a professor at Texas Southern University, Mathew has also presented master classes at Berklee College of Music, Fisk University, the University of Southern California, and Rice University. He graduated from Fisk University in Tennessee in 1974 with a dual degree in economics and business administration, and in 2008, he was granted the honor of Doctor of Humane Letters from his alma mater. Knowles also holds an MBA from Cornerstone Christian Bible College. Knowles's passion is to educate and motivate in the areas of entrepreneurship and entertainment. He holds countless workshops, seminars, and online education around the globe.

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# **THE DNA OF ACHIEVERS: 10 TRAITS OF HIGHLY SUCCESSFUL PROFESSIONALS BY MATHEW KNOWLES**

## **PDF**

The DNA of Achievers: 10 Traits of Highly Successful Professionals is intended to be a business-oriented, motivational, and inspirational book all rolled into one. As the title suggests, it focuses on characteristics that are common among successful people from all walks of life. Throughout his long career, Mr. Knowles has encountered individuals who have motivated, inspired, and contributed to his success. The author's goal is to recount illustrative true-life experiences of ten traits commonly shared by successful people. His personal top ten are: 1) passion; 2) vision; 3) work ethic; 4) team-building; 5) planning; 6) talk-to-do ratio; 7) learning from failure; 8) giving back; 9) risk-taking; and 10) thinking outside the box. As a self-made entrepreneurial success story who came from a small town and became the top salesperson at Xerox Medical System, sold successful businesses he created, and became one of the world's top entertainment managers and executives in the music industry, the author embodied all of these traits. The DNA of Achievers features nearly thirty inspirational essays by luminaries in all areas of entrepreneurship, entertainment, sports, and philanthropy—not to mention a singer or two!

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Mathew Knowles' *The DNA of Achievers* shares what it takes to achieve success

By Cyrus Webb

We hear all the time that there are some things that we are just born with that determine part of the course of our lives: this could be simple things like eye and hair color, our height or even if there are conditions we might be more prone towards. In his inspirational book *THE DNA OF ACHIEVERS* music mogul Mathew Knowles shows us that success is something that ALL of us can have, but we have to develop the traits necessary to make it happen in our lives.

Known to many as the father of Beyonce and Solange, Mathew Knowles draws on the lessons of his own life in business as the manager of Destiny's Child as well as the examples of others to highlight what is possible if you truly want to achieve something great.

Here are some of the highlights you will find that truly shows why it is something everyone in every profession can glean something from:

\* First of all the book's sub-title is **10 TRAITS OF HIGHLY SUCCESSFUL PROFESSIONALS**, and those 10 traits are 1)Passion, 2)Vision, 3)Work Ethic, 4)Team Building, 5)Planning, 6)Talk-To-Do Ratio, 7)Risk-taking, 8)Learning From Failure, 9)Giving Back and 10)Thinking Outside the Box. In each chapter Mr. Knowles gives us not just personal lessons from himself but also individuals he has met that have developed the traits themselves.

\* Speaking of lessons learned, Elsa Garcia shares this in the book about passion: "I don't know if passion is what drives everyone," she writes, "but it makes you stay true to whatever you choose to do—whether you have a passion for a career, family or life in general."

\* In the chapter **TALK-TO-DO RATIO** Knowles talks about the term he coined to make you more away of talking less than you are actually doing in your life. Nothing wrong with being ambitious, but it is the action that will speak the loudest. Another successful professional David Saltz says this about action: "So you've got to have tenacity. That is a key character trait of action-oriented people. To paraphrase a great songwriter: If you know where you're going, any road can take you there. I don't deny that talking is critically important in assembling the multitude of elements that go into a television production. But having been a consultant to ABC, ESPN, the NFL and the Miami Dolphins, I know better than most the point when the talking should stop."

\* Which is probably the most essential but possibly the most difficult of the 10 traits Mr. Knowles highlights? "Of the ten traits that I have recognized as common denominators among super-successful people," he writes, "Thinking Outside the Box] may be the most challenging to develop and nurture. That is in part because, many, if not most, of us have been conditioned to not extend ourselves beyond certain parameters; we are instructed to acknowledge and accept boundaries within the workplace, for instance. We are told to stick with the "tried and true" and to avoid "reinventing the wheel"—because after all, "if it ain't broke, don't fix it." I believe that an ongoing effort to foster innovative thinking fuels the fire of creativity. Hit songs do not write themselves, after all; they take time and, most importantly, effort. There is even an organization that is dedicated to the cause of promoting outside-the-box thinking—the Creative Thinking Association of America. Its mission: "To awaken and stimulate the creative urge in all of us by providing resources for unleashing human potential."

At the end of the book readers will not just have the tools that have worked for others but there is a quiz at the end of every chapter to help you make application of what you have learned and to set you on the right tract to developing the traits you want for yourself.

0 of 0 people found the following review helpful.

The DNA of Achievers Dr. Mathew Knowles book is a Gift to the World

By Kim G. Hough

Successful people always have successful traits. Do successful things, they have learned rules or success standards. Dr. Mathew Knowles goes through these 10 traits with examples of each traits and explains of these traits from his personal life, then backs up these successful traits up with friends, business associates, and personal involvements with testimonials from some very successful people that have made him and his business associates successful in life and business. Being a person who loves to read about success, personal development, and self help books. Mathew's book breaks down 10 traits that will help you become successful in any personal journey or business journey. I really enjoyed this book. I think this book will become a self help business classic. I give this book the same credit as Think and Grow Rich by Napoleon Hill. You can read it cover to cover. Go back to different chapters you feel you need to work on. I also look forward to getting the special tools and worksheet that compliment the book. If you want a insiders personal knowledge? Buy this book and apply it's knowledge to your life or business. This is a great one. Wow it blew me away on how good it was. Thank you for sharing your knowledge Dr. Mathew Knowles. Kim Gregory

0 of 0 people found the following review helpful.

Worth a read

By Tony Rogers Jr

Definitely not as good as I hoped but still worth a read. The principles were sound but the execution often made it boring and overly long. My two favorite traits were "talk-to-do ratio" and giving back. Mathew is definitely a smart business man that appears to embody the traits he puts forth in this book. I enjoyed the stories of the million dollar family business they ran before Destiny's Child took off and the planning behind some of Beyonce's most successful records.

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