

THE
METAVVALUES[®]
BREAKTHROUGH

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**DREAM & DARE...
A New Life Based Upon All
That is True, Beautiful & Good**

**THE
METAVVALUES[®]
BREAKTHROUGH**

**LIMITLESS POWER,
BOUNDLESS OPPORTUNITIES**

**Abraham Maslow's forgotten discovery
expanded, clarified, and presented
in a dynamic new program**

LARRY MULLINS

with L. A. STAMFORD



New York

The MetaValues® Breakthrough

Limitless Power, Boundless Opportunities

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ABOUT ABRAHAM MASLOW:

“A century from now it may well be that the most important and meaningful proclamations regarding our behavior were not by Freud, or Darwin, or Watson, or Skinner but by Abraham Maslow.”¹

OG MANDINO

author of *The Greatest Salesman in the World*

“Maslow’s profound concept of self-actualization could generate a Copernican Revolution of work and society, catapulting us out of what future generations will look back on as the dark ages of management.”²

JIM COLLINS

author of *Good to Great*

“We have all been quoting Maslow for years ... The values and principles he taught decades ago are even more relevant today.”³

STEPHEN COVEY

author of *The Seven Habits of Highly Effective People*

“... Maslow matters more today than when he lived. Maslow matters because he understood human nature and motivation and self-actualizing performance better than anyone alive today does.”⁴

DEBORAH C. STEPHENS

editor of *The Maslow Business Reader*

CONTENTS

Preface 1

The MetaValues of Truth, Beauty, and Goodness drive and inspire top achievers, and will one day lead to an explosion of human potential that will revolutionize the world we live in.

Introduction *The Top One Percent* 7

Abraham Maslow begins his search for the secrets of Self-Actualizers ... and how you can use what he found to transform your own life.

Chapter One *MetaValues ... The Lost Discovery of Abraham Maslow* 17

Nearly all of us have experienced brief moments of elevated consciousness when everything seems to fall into place and we are glad to be alive ... How the reality and power of MetaValues can make those moments a way of life.

Chapter Two *The Jonah Complex or the Will-to-Fail* 35

We have been underestimated by our friends, family, and associates, but most of all by ourselves. We too often fall victim to the Jonah Complex and seek to avoid our destiny. How to transcend this common barrier to greatness.

Chapter Three *An Impregnable Self-Respect* 53

Learn the remarkable secret of elevating your life and the lives of those around you ... You can only respect yourself to the degree that you respect others.

Chapter Four *Relinquishing Victimhood* 77

If you believe others are responsible for your problems, you put up a huge barrier to achievement. When you learn how to accept unconditional responsibility for the quality of your personal inner life, everything will change for the better.

Chapter Five *The Road Not Traveled* 95

How resentments and unresolved petty grievances prevent mastery of the inner life. Here are proven techniques for eliminating them by using the power of MetaValues.

Chapter Six *MetaThink™ ... a New Concept of Reality* 115

You were born with the legacy of the most prodigious data processor known to humankind, but without a user's manual. Discover the secret of MetaValues genius and utilize your brain's full capacity.

Chapter Seven *Vision and the Will-to-Excellence* 139

We will all have to be peak performers to accommodate the changes that challenge us ... How to leave behind what is assumed about human limitations by adopting the special training techniques of peak performers.

Chapter Eight *Toward Full Use of Your Powers* 155

54 Minutes That Will Change Your Life ... a MetaValues process to establish an ought-to-be vision that will continuously inspire, motivate, and lift your life to a new level.

Epilogue 179

The MetaValues Breakthrough is not a self-help book, but rather a MetaValues-help book. My premise is not that we can lift ourselves, but rather that we can be lifted. How I learned this wonderful truth.

PREFACE

Long before anyone heard of Tony Robbins and Stephen Covey, Abraham Maslow, the original master of self-empowerment, set the motivational revolution into motion. Maslow's ideas about self-fulfillment, creativity, and well-being still influence not only psychology, but also modern health care, education, managerial theory, organizational development, and even theology.

However, the concept Maslow called his most important finding, *MetaValues* (or what he designated as *Being values*), has been neglected and is in danger of being lost. MetaValues are inner resources available to everyone. They change lives. They drive and inspire the top one percent of the world's achievers, people Dr. Maslow designated as *Self-Actualizers*. MetaValues will one day lead to an explosion of human potential that will revolutionize the world we live in.

The above pronouncements may seem to some to be grandiose. They did not originate with me, they originated with Abraham Maslow. I believe he was right. Although you will find many new ideas in these pages, there is no pretense that this is the final word about MetaValues. This is rather an effort to open new doors for further exploration and discovery. Dr. Maslow was convinced—as I am—that when that day comes, MetaValues will foster “*A new image of man, a new image of society, a new image of nature, a new philosophy of science, a new economics, a new everything...*”⁵

MetaValues are a triad of core principles that are embedded in all normal minds: *Truth, Beauty, and Goodness*. They are not

Preface

taught; they are timeless. They are potential active agents that exist independently as universe realities. Yet MetaValues are not mystic fluff—Abraham Maslow was a pragmatic scientist and a professed atheist. Even so, any mature and reasonable theologian would readily embrace the concept of MetaValues. This unifying quality is one of their most remarkable characteristics. They transcend disciplines, religions, and creeds.

For example, with many preconceptions and reservations, I recently sat down to read Christopher Hitchens's book: *god is not Great ... How Religion Poisons Everything*. (He deliberately did not capitalize God.) What a provocative, nasty title, I thought. Obviously this was yet another mean-spirited rant by an atheist.

I did not find what I expected. In fact, after reading his introduction to the book, I actually acquired some affection for Hitchens. Unfortunately, he did fail to define religion. (My dictionary offers six different definitions.) He thus was able to lump numerous straw men (formal religious dogma that few people really believe) together with a few serious questions that are asked and investigated by religionists. This shotgun approach permitted him to lament a host of religious evils and excesses that no sane mortal supports, while attempting a mass annihilation of every aspect of human belief in a higher power.

The bottom line seems to be that Hitchens does not believe that religion is a legitimate discipline. Much as did Ayn Rand, he seems to hold that the questions asked by theologians and philosophers can be more effectively answered by science.

Were it not for one endearing passage in the introduction to his book, these logic-tight barriers would render hopeless the rational

The MetaValues Breakthrough

joining of an issue about higher universe realities with Hitchens. When all seemed beyond redemption, he embraced MetaValues. He did so in a profound and moving way. Hitchens told the story of the funeral of his father. It took place in a historic chapel in England, overlooking Portsmouth. Hitchens spoke from the pulpit and gave a reading from the Bible. Quoting Paul, he said:

“Finally, brethren, whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report: if there be any virtue, and if there be any praise, think on these things.”⁶

Then Hitchens explained why he selected this passage:

“I chose this because of its haunting and elusive character, which will be with me at the last hour, for its essentially secular injunction, and because it shone out from the wasteland of rant and complaint and nonsense and bullying which surrounds it.”⁷

For precisely the same reasons, I chose this passage from Hitchens’s own wasteland of rant, etc. Yet perhaps the most important questions to answer are these: Why does this passage shine out for both an atheist and a believer? How is it that people of radically different persuasions and cultures share the same MetaValues of Truth, Beauty, and Goodness? Wrapped up in the answer to these questions is perhaps the twentieth century’s most important scientific discovery about the nature of human beings.

Preface

Abraham Maslow believed that values should not be the exclusive domain of religionists. He advocated a science of values. Yet he also grasped that MetaValues transcend the disciplines of science, theology, and philosophy. Unlike Rand or Hitchens, Maslow understood that science does not have all the answers. Science can tell us much about material reality, or *what is*. Science can even suggest possibilities, *what could be*. But the poet or the religionist offers a vision for us of *what ought to be*. And science without values builds bigger bombs and more efficient gas chambers. Dr. Maslow fought hard to break down the barriers between science and religion:

“I [have] pointed out that both orthodox science and orthodox religion have been institutionalized and frozen into a mutually excluding dichotomy. This separation into Aristotelian a and not-a has been almost perfect ... Every question, every answer, every method, every jurisdiction, every task has been assigned to either one or the other, with practically no overlaps. One consequence is that they are both pathologized, split into sickness, ripped apart into a crippled half-science and a crippled half-religion.”⁸

Unfortunately, Maslow was never able to distill his ideas for mainstream readers; he wrote almost exclusively for his peers. The world is the poorer for this, because Maslow uncovered truths about the human condition that are tremendously uplifting and inspiring—and are easily within the understanding of nearly every person on the planet. With this book, nearly four decades after Maslow’s death, individuals at last have a program that shows them how to put these truths to work in their lives.

The MetaValues Breakthrough

The Introduction of *The MetaValues Breakthrough* overviews the discovery of self-actualizing people and the findings that challenged the assumed ceilings of human potential. In chapter one I show how Dr. Maslow discovered the secrets that drive and inspire the top one percent of achievers, and how the key components of his discovery—MetaValues—were largely brushed aside.

Chapters two through five deal with removing the blocks that prevent the self-actualizing process to operate, and replacing them with the two requisites of success: an impregnable self-respect and an uncompromising mastery of the inner life.

In chapter six, you will learn the new theory of MetaValues genius, MetaThink™, and how to use it to enrich your life. A complete program applying breakthrough discoveries of champion athletes and performers is presented in chapter seven. Chapter eight expands Maslow's concepts and presents a new model of humankind. You will be launched toward full use of your powers with the *54 Minutes That Will Change Your Life* process.

The MetaValues Breakthrough provides tested and proven techniques for capturing inspiring visions of things that *ought to be* and actualizing them into realities. True stories illustrate how ordinary people connected with Truth, Beauty, and Goodness and transformed their unfinished lives from meaningless—or even tragic—to magnificent and unforgettable. Regardless of your age or circumstances, you too can use MetaValues to elevate your life and the lives of those around you to another level.

Larry Mullins
St. Augustine, Florida
January 2009