

Being a Catalyst  
for  
Success



**Bill Wallace**

*Foreword by Tom Leppert*

**An Actionable Servant Leader Journal**



If you find yourself coming to North Texas on the third Wednesday of any month, go to <https://www.SuccessNorthDallas.com/speakers/> and consider joining us as our guest.

# **Being a Catalyst for Success (Book Excerpt)**

The Fulfilling Life of a Servant Leader

**Bill Wallace**

**Foreword by  
Tom Leppert**

**THiNKaha<sup>®</sup>**

**An Actionable Servant Leader Journal**

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⇒ Please go to  
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## **Acknowledgement**

To my best friend Jan Klodner, without whom Success North Dallas would not have flourished nor become the organization that is today positioned to move forward for many more years to come.

To all my Success North Dallas friends and family who have accompanied me on this extraordinary thirty-year journey, embracing all of the ups and downs, celebrating the ninety companies and nonprofits founded, the 1,000 jobs created or found, the 100-plus books authored, and the 360 incredible domestic and international speakers who have stepped up to our lectern month after month.

To all those who are carrying the DNA of Success North Dallas and Servant Leadership to future generations.

Most importantly, thank you to the God I serve.

## **Dedication**

I'd like to dedicate this book to these people I hold dear:

- Jennifer Mallon, who came alongside of me and made this book a reality.
- Dr. William Branton Wallace, my son, for teaching me.
- Matthew Alexander Wallace, my son, for inspiring me.
- William Rhodes Wallace, my grandson, for whom this book is really written.

# How to Read a THiNKaha® Book

## A Note from the Publisher

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1. It should only take 15-20 minutes to read this book the first time out. When you're reading, write in the underlined area one to three action items that resonate with you.
2. Mark your calendar to re-read this book again in 30 days.
3. Repeat step #1 and mark one to three more AHA messages that resonate. They will most likely be different than the first time.  
BTW: this is also a great time to reflect on the AHAmessages that resonated with you during your last reading.

After reading a THiNKaha book, marking your AHA messages, re-reading it, and marking more AHA messages, you'll begin to see how these books contextually apply to you. AHAtat/THiNKaha books advocate for continuous, lifelong learning. They will help you transform your AHAs into actionable items with tangible results until you no longer have to say AHA to these moments—they'll become part of your daily practice as you continue to grow and learn.

Mitchell Levy, The AHA Guy at AHAtat  
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The logo for THiNKaha features the word "THiNKaha" in a blue, sans-serif font. The letter "i" is lowercase and has a green dot. The word "aha" is in a green, lowercase, sans-serif font. A green underline is positioned beneath the "aha" portion of the text. A registered trademark symbol (®) is located to the upper right of the "a" in "aha".

## **BOOK EXCERPT Table of Contents**

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About the Author

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## Foreword

Unfortunately, there are far too few “servant leaders.” Communities need them, and they truly make a difference outside of the bright lights and cameras. Bill Wallace is a good example of one who leads by serving.

I have had the pleasure of both knowing and working with Bill Wallace for a number of years. He has always sought to make our community better, in some ways that are very visible but often behind the scenes. He was one of the founding fundraisers and supporters of the Ronald McDonald House in Dallas and a founding father of Bryan’s House. Both of these organizations serve Dallas citizens who have unique and pressing medical needs. Currently, he is involved with the organization, “Night of Superstars,” which touches the most vulnerable in our community by giving them any opportunity to see a brighter tomorrow.

Bill also understands the values of relationships and how important they are to leverage in bettering a community. Through Success North Dallas, he has acted as a mentor for many and used that organization to model community service for others. Success North Dallas fosters the notion of “paying it forward” and “giving back.” These principles come from Bill and his philosophy of giving, which I have witnessed for many years.

Success North Dallas provides a venue for business people, non-profit professionals, and students to come together and build solid and mutually beneficial relationships. For all the years I have known Bill, he enables mentoring relationships among people that span a broad range of disciplines. The atmosphere of helping others, which you will find at any Success North Dallas event, is a reflection of Bill and his commitment to the Dallas community and giving to others.

Tom Leppert

**Money is nice, but living a good life is not defined by money. A good life is determined by how you feel when you go to sleep at night and when you wake up in the morning.**



**Bill Wallace**

**<http://aha.pub/SuccessCatalyst>**

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## Section I

### Netweaving: Living and Working a Good Life

Each one of us wants to live a good life. In our quest to do so, we often find ourselves asking questions like, "How can I live a good life?" or "What does it mean to live a good life?" It may sound complicated, but it's really not.

Some people think that living a good life is determined by how much money you make or how many properties you own. There's no denying that having money is nice, but that doesn't define what a good life is. It is not just about money, but how you feel each waking moment. Put simply, "Are you fulfilled?"

A good life can also be determined by the smiles that appear on the faces of others every time they see you. You live a good life if you put others ahead of yourself, and you have their best interests at heart.

Watch this video: <http://aha.pub/SuccessCatalystS1>.

# 1

If we're only present for ourselves, we're going nowhere; however, being there for others further defines our presence for ourselves.

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# 2

Money is nice, but a good life is not defined by money. It is determined by how you feel when you go to sleep at night and when you wake up in the morning.

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# 3

Living a good life is determined by the smiles that appear on the faces of others every time they see you, and they keep that smile after you've gone.

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# 4

When two people meet each other, that's networking. When two people start intertwining their networks, that's #Netweaving. Are you doing it?

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# 5

When networking, start a conversation by giving the person the opportunity to talk about themselves and think of who you can connect this person to. #Netweaving

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# 6

#Netweaving is all about building relationships by helping others with their needs in mind rather than just your own.  
Are you helping others?

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# 7

#Netweaving energizes you and makes you better at everything you do, because you're doing it for other people.

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# 8

#Netweaving is based on the belief that what goes around comes around. When you help other people, help will come to you when you need it. Are you helping others?

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# 9

Is there someone you know who would benefit from knowing or meeting the person in front of you? #Netweaving

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# 10

Does the person you're interacting with right now have valuable information that they can provide to someone else you know? #Netweaving

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# 11

With #Netweaving, you build and enrich your career by helping others build theirs.

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**A great leader is not necessarily the one who does the greatest things but the one who gets other people to do the greatest things.**



**Bill Wallace**

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## Section II

### Servant Leadership: A Life You Can Be Proud Of

If you're in a leadership position, do you ask yourself, "How can I be a better leader?" Good leaders are those who inspire other people to do great things. Before you can become a good leader, you first need to become a good servant.

A servant leader is one who serves other people first. To be a servant leader, you have to have this natural feeling of putting other people first and helping them. A servant leader actually receives more because it's the heart that's receiving.

Watch this video: <http://aha.pub/SuccessCatalystS2>.

# 12

The happiest people in life are the givers,  
not the getters. #BeAGiver

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# 13

You can have everything you want in life  
if you just help other people get what they  
want. #BeAGiver

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# 14

The more we put other people first, the more we become first. The more we help, the more we are helped.

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# 15

When we seek to discover the best in others,  
we also bring out the best in ourselves.

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# 16

A great leader is not necessarily the one  
who does the greatest things. A great leader  
is the one who gets other people to do the  
greatest things.

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# 17

A great leader's actions inspire others to dream more, learn more, do more, and become more. Are you inspiring other people?

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# 18

The best way to lead people is to walk behind them. #LeadFromBehind

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# 19

A good leader must first become a good #ServantLeader. Are you serving others?

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# 20

A #ServantLeader is a servant first, beginning with the natural desire to help other people.

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# 21

#ServantLeadership is when you start leading by helping others. Are you helping others?

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# 22

#ServantLeadership is when you put the interests of others at the center of your decisions.

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# 23

#ServantLeadership is not about "I" or "we."  
It's about "them."

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# 24

A #ServantLeader empowers others first  
so that they may empower themselves.  
Empower other people!

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# 25

You know that you're a real #ServantLeader when you see the people you've served come through the door of that early-morning meeting 30 minutes early and stay 30 minutes afterward because you have served them. #Inspire

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# 26

#Leadership is about making others better as a result of your presence and ensuring that the impact lasts in your absence.

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# 27

You know you're a #ServantLeader if you  
lead with the heart of a servant.

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# 28

When you live life as a #ServantLeader,  
those around you will naturally rise with  
your servant's tide. #ServeToSucceed

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# 29

A life you can be proud of is when you lead with, "How can I help?" How often do you help others?

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# 30

You know you live a life you can be proud of when you come to work as a servant, not as a king or a CEO. Do you work as a servant or as a king?

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# 31

A significant life is about serving those who benefit from your gifts, your leadership, and your purpose. #SharingIsCaring

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# 32

A life you can be proud of is when there are more people smiling when you leave than when you arrived.

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# 33

A life you can be proud of is when you leave a place better than you found it.  
#LeavingALegacy

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# 34

A life you can be proud of is when there are more people loving and helping each other when you leave than when you arrived. #LeavingALegacy

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# 35

You become a better person if you're a servant leader. If you have a group of people who all have servant attitudes, you impart a breadth of good to the world. #BeBetter

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# 36

A servant life is truly a life you can be proud of, because it's a life that is the most loved, the most genuine, the most powerful, and the most successful.

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# 37

When you lead with a servant's heart, you receive a lot more, because it's your heart that's receiving.

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# 38

A great leader doesn't give greatness to others. A great leader helps bring out the greatness that is already inside of them.

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Thank you for joining me on this journey  
and sharing your time with me today.

Bill Wallace

## About the Author



### **Bill Wallace**

The founder and long-time leader of Success North Dallas, Bill Wallace has often said that his greatest skill is putting together the right people for the right reasons at the right time. Emanating from a rolodex that would put the US government to shame, Bill's generous "connection making" has benefited countless individuals who have turned to him for trusted referrals, strategic business support, educational mentorship, and business/leadership coaching as a Certified Professional Coach.

Bill's professional career flourished along with his development of the now thirty-year-old Success North Dallas, first as owner of Wallace Financial Group—a provider of business continuation planning, insurance, and financial strategies—and later, as Chairman and CEO of The Wallace Companies, a consulting firm specializing in capital development and executive management strategies. Bill currently serves on numerous boards and is Chairman of the Board of eQuine Holdings.

As a member of the Board of Governors of Northwood University and a strategic partner and board member of the University of North Texas Professional Leadership program, Bill continues to help aspiring college students forge successful careers in business and the community. In 2016, Northwood University honored him with an Honorary Doctorate of Laws (*honoris causa*) for his work in education, mentorship, and business excellence.

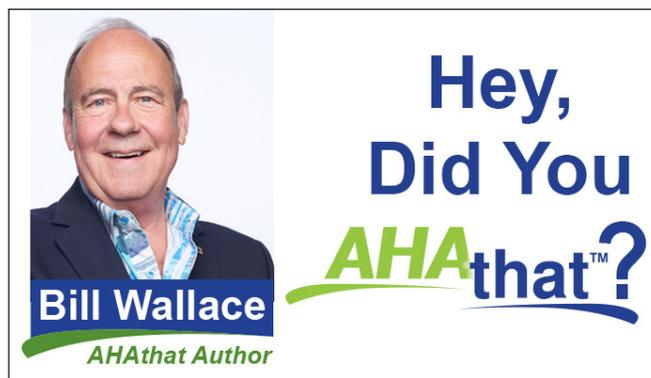
Bill is a charter member and past president of the Addison Rotary Club; an active member of the National Speaker's Association, C-Suite Network Advisors, and Hero Club; a past member of the Million Dollar Roundtable; and the author of the books, *Being a Catalyst for Success™: The Fulfilling Life of a Servant Leader* and *What about Who™* (June 2019). He has also served on the board of Ronald McDonald House Charities and the advisory boards of Alcuin Montessori School, Bryan's House, and Ronald McDonald House of Dallas. In recognition for his work in the community, The Art of Living Foundation and the International Association for Human Values honored Bill with the Heroes of Humanity Award in 2009.



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- Start authoring: <https://AHAtthat.com/Author>



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Success is not the key to happiness. It's the other way around. Happiness is the key to success. If you love what you're doing, you will be successful.

1 of 3 Principles to Live By: If it's not fun, don't do it. If you have to do it, find a way to make it fun first. You can!

2 of 3 Principles to Live By: Always a double win. If it ever ceases to be a double win, fix it or get out now, not tomorrow!

3 of 3 Principles to Live By: I am always doing great. The definition of great may vary greatly from day to day, but I am always doing great!

There are three types of people: glass half full, glass half empty, and glass overflowing. Be someone who wants their glass to be so full that there's plenty to share with others.



Bill Wallace has made a career of connecting the right people, for the right reasons, at the right time.

Business & Economics : Leadership  
\$ 14.95 US

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