

The 15 Invaluable Laws of Growth

John Maxwell spent decades on what separates people who reach their potential from those who don't. Here are all 15, in plain talk. Pin it up where you'll see it.

How to use this: Don't try to fix all 15 at once — that's a good way to fix none of them. Pick the one that stings a little when you read it. Start there.

1 The Law of Intentionality

Growth doesn't just happen. Plan for it and show up on purpose.

3 The Law of the Mirror

If you don't see value in yourself, you won't invest in yourself.

5 The Law of Consistency

Motivation starts you. Discipline keeps you going. Show up daily.

7 The Law of Design

Hope is not a plan. Build simple systems so growth runs on rails.

9 The Law of the Ladder

Character carries the weight. Who you are sets how high you climb.

11 The Law of Trade-Offs

You've got to give up to go up. Every level costs you the last one.

13 The Law of Modeling

It's hard to grow following only yourself. Find people worth copying.

15 The Law of Contribution

Grow yourself so you can grow others. That's the whole point.

2 The Law of Awareness

You can't fix what you won't face. Know your strengths and your blind spots.

4 The Law of Reflection

Experience isn't the teacher. Reflecting on it is. Hit pause.

6 The Law of Environment

You become who you're around. Get yourself into better rooms.

8 The Law of Pain

Bad experiences make great teachers — if you dig for the lesson, not the blame.

10 The Law of the Rubber Band

Growth lives in the stretch between where you are and where you could be.

12 The Law of Curiosity

Ask "why" like a five-year-old. Learners grow; know-it-alls stall.

14 The Law of Expansion

Growth stretches your capacity. Yesterday's hard becomes today's easy.

"Heroes aren't the folks in capes. They're ordinary people who keep showing up — without superpowers, without applause."

Growth works the same way. Not one big leap. Just you, showing up on purpose, one law at a time.