

The TRUMPS of TOMORROW

How **Donald Trump** and the **SUCCESS Foundation** are investing in tomorrow with personal development today.

by Sarah Paulk,
interview by Anne Archer



Teens speak about the impact that *SUCCESS for Teens* has had on them.

Establishing a billion-dollar brand, reshaping the New York skyline and writing a host of best-sellers are just a few of the many accomplishments on Donald J. Trump's résumé. Through his dry, pointed candor and knack for turning a profit, Trump has become a household name synonymous with success. His very name has become its own brand—something Trump accomplished intentionally by naming real estate projects after himself and through much effort.

Ask him why he continues making such risky deals, and he'll tell you that he doesn't do it for the money. The reason he continues investing, working incessantly and dreaming bigger is because of his achieving nature, his ability to maintain discipline and the confidence to push forward when others might hesitate.

In short, it's because of lessons seeded in his foundation of personal development—important, he says, whether he is growing a business venture or parenting his children.

It's fitting, then, that when Trump learned through ACN about the SUCCESS Foundation, a nonprofit that provides personal-development books for teens, he signed onto the advisory board. He has enveloped himself in personal-development books since he was a teen, and he shared the tenets of the personal-development classics with his three adult children, Donald Jr., Ivanka and Eric, who all now work with the Trump dynasty.

Leading by Example

Passing the gift of personal development on to the next generation is something Trump comes by honestly, and it's a legacy of which he is proud. His father, Fred C. Trump, brought him up in the family business, teaching him perseverance and to have confidence in his abilities. A five-year apprenticeship in his father's real estate business in Brooklyn, N.Y., reinforced the need for those skills—skills he found in his first favorite personal-development book, Norman Vincent Peale's *The Power of Positive Thinking*. Those values allowed Trump to take the business his father started long ago and morph it into the incredibly marketable and profitable brand it is today—a brand his children, the next generation, now take part in.

AA: You encouraged your children to do what they wanted in life. Given the privilege and status they have known all their lives, how would you have handled that, and why do you think they did not follow the lifestyle of entitlement that so many other children of wealthy families have chosen?

Trump: I think children learn by example. Mine saw that I worked hard but also that I loved what I was doing. It was natural for them to follow suit. If they had chosen to be social butterflies, it

Joining Forces

When he was met with the proposal from ACN Co-Founder and President Greg Provenzano to contribute in some manner to the leadership of the SUCCESS Foundation, Donald Trump signed on as a member of the foundation's advisory board without hesitation. "Trump is concerned about young people,"

says John Fleming, executive director for the SUCCESS Foundation. "He is concerned with helping teenagers become achievers. In essence, that is what his shows *The Apprentice* and *The Celebrity Apprentice* are all about—achievement."

The SUCCESS Foundation, which held its official launch in March 2009, utilizes *SUCCESS for Teens* in book, CD and MP3 formats to teach teenagers how to create their goals and fulfill their potential. "SUCCESS for Teens focuses on the principles that are the fundamentals to success," Fleming says. "Through this foundation, we hope to inspire kids to treat education seriously, to treat their futures seriously and to realize that their day-to-day decisions have an impact on what they do in life. If they adhere to the principles found in this book and strive to make good decisions, they will have a cumulative impact on what they become in life."

These resources are based on author Jeff Olson's book *The Slight Edge*, which demonstrates how small, daily positive choices add up to create a significant difference over time. A *SUCCESS for Teens Facilitator's Guide* is also available.

The SUCCESS Foundation has an honorable goal of distributing 10 million copies of *SUCCESS for Teens* free of charge to nonprofit youth-development organizations, schools and church groups. "If you give these away, the information is bound to impact someone," Fleming says. "This book can make a difference. It can be a mentor; it can say what a teacher failed to say or what a parent might not be able to articulate. You never know what a book can mean to the reader."

With Trump joining the foundation's leadership, his name alone will undoubtedly have an impressive impact on the foundation's reach. "It is a phenomenal asset," Fleming says. "The Trump name is a brand in itself. To have that brand affiliated with the SUCCESS Foundation obviously gives us credibility. For the public at large, he is someone who most people have heard of, and whose name is synonymous with achievement. That results in attracting possible donors who are looking for a good cause to donate to and an ease in finding vehicles of distribution for the book. In addition, it will help us gain the attention of teenagers who may be readers of this book. We, at the foundation, are ecstatic about his participation."



Donald Trump with son Eric, daughter Ivanka and son Donald Jr.

wouldn't be that easy because they've worked for their money. They were provided with the best education, travel and many other things, but indulgence on a very big scale wasn't ever an option.

AA: Obviously, your parenting style instilled core values at an early age. Considering the lifestyle that you and your family live, how did you help instill principles and focus on personal responsibility, respect for others and, of course, appreciation for the value of money?

Trump: Again, they learned it from their family environment. My parents were also that way—hardworking, disciplined and aware that money doesn't necessarily come easily. My family values have always included philanthropy as well, so when children see that, they see it as a way of life.

AA: Speaking of philanthropy, you recently joined the advisory board of the SUCCESS Foundation, a nonprofit that provides personal-development tools to youth, free of charge. Why is this such a unique cause?

Trump: Personal development was a very influential factor in my growth at a young age, so I understand the impact that positive reinforcement has on the young mind. I'm happy to lend my support to charitable organizations like the SUCCESS Foundation that make a difference on the next generation of leaders.

AA: Your children are self-motivated, and they seem to love hard work. Did they become that way by osmosis, or do you believe parents can teach children how to be like that? And how is it done? What did you do?

Trump: A certain amount of discipline is necessary, mostly making it clear what is acceptable and what isn't. But I think it's due, in part, to the fact that I so enjoyed my work that my children didn't see "work" as being dreaded or odious in any way, but as an outlet for their passions. It was something to be enjoyed and a challenge that is welcomed, not avoided.

AA: Things were perhaps not always balanced and easy for your children because of your fame, publicity, and the changing relationships and evolution of the family. Yet they seem positive, happy, successful and amazingly balanced. Please explain how you helped them achieve such great attitudes and strength on an emotional level.

In Bookstores Now *Think Like a Champion*

Think Like a Champion: An Informal Education in Business and Life is a compilation of essays by Trump that are each prefaced by a quote from successful people, including Albert Einstein, Ralph Waldo Emerson and Vince Lombardi. When he was in school, Trump's father would send him inspirational quotes on leadership, success and how to be a champion in life; quotes that embodied rock-solid principles that would lead him in the right direction. Combined with the example Trump's father set and his emphasis on the importance of education, a firm foundation was created from which Trump could begin his remarkable career. These are concepts that remain valuable to him to this day, and this collection provides a glimpse into the inner workings of an extraordinary business mind. All in all, it's a powerful combination of forces that Trump shares with his readers in an accessible and sometimes surprising way.

(Publisher: Vanguard Press, 2009)

Trump: They've been in the public eye since an early age, so they are wary of both the positive and negative aspects of that. As they realized I was building a brand that they could be part of, I think they understood more fully what was and is required to achieve that. They also saw me endure some tough times and come out victorious, so that is vivid to them and may be why they are resilient as well. I am also a positive person by nature, and that kind of attitude is pervasive. And they are, too, which leads to a great attitude.

AA: Considering your extraordinarily busy lifestyle, how did you find time to really be there for your children and not be distracted by all the demands of business and life?

Trump: I spent a good amount of time with them, but they knew I was working very hard. Whenever they called me, no matter what was going on in the office or with business, I would take their calls immediately. They knew I was there for them, always.

AA: Your children have said that they look up to you for speaking your mind and being an individual. Were they allowed to do that as children? How do you encourage that aspect of individuality, yet raise respectful and gracious young people at the same time?

Trump: I think it's their nature, more than anything, that dictates their behavior. I was always outspoken by nature. They were taught to be respectful, but not to be retiring or passive individuals. They are very strong without being overbearing. I may be tough, but I'm also humble in many ways. I also respect people and make an effort to be fair, and they saw that aspect of my personality from an early age. I don't put up with nonsense, and neither do they, which is a healthy thing. I am very proud of them. **SFH**

