

Read the Book!

MORTON FLEISCHER

Building Your Mental Balance Sheet



Foreword

Looking back on my life and career, I clearly see that there were some PIVOTAL moments in my life that put in place the basic mental framework which I used in my journey. The first was when I discovered the philosophic school of *EMPIRICISM*—we are a sum of all our personal experiences. The second and third were when I learned during my military service how a *GUIDED MISSILE* seeks out a target and combined that process with what I learned from reading “*Psycho Cybernetics*.” I recognized my brain (when properly programmed) is a sophisticated computer-like, goal-seeking mechanism. This knowledge provided the basic framework which I used in learning, increasing my intellectual capital, establishing goals, and in business ventures. Combining them creates the **THREE-LEGGED STOOL** that my career and personal life is based upon.

This book is my attempt to explain and convey this process which was crucial in my becoming a Master Adaptive Learner and subsequently played an important part in my successes in life and business.

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The Vision

Many years ago, Mr. Fleischer was attempting to define intellectually rather than intuitively some of the ingredients that make America possible. He met Michael Novak, who was a brilliant scholar at the American Enterprise Institute in Washington, DC from whom he became aware of the term **“Democratic Capitalism.”** Mr. Novak’s definition of this is:

- a predominantly **incentive driven market** economy,
- a government **that respects the rights of the individual to life, liberty and the pursuit of happiness** and;
- a system of cultural institutions moved by the ideas of **liberty, opportunity, and the inspiration of justice for all.**

The above is metaphorically represented by the **SPIRIT** statue, a bronze sculpture created by Buck McCain and donated to Arizona State University in 2009. These horses, which rise up from the earth, reflect the indomitable SPIRIT of America and the boundless opportunities freedom affords us.

So, what does this mean to Fleischer Scholars?

IN AMERICA THE ONLY LIMITS TO WHAT YOU WILL BE ABLE TO ACHIEVE ARE YOUR OWN COURAGE AND TALENT! YOU CAN CREATE YOUR OWN DESTINY!



The Fleischer Scholars Program gives students **TOOLS:**



CHANGING LIVES!

The Three Legged-Stool- The three legs of the stool represent:

- 1) **Empiricism-** you are a sum of all your personal experiences
- 2) **Servo-mechanism-** your brain is a sophisticated computer-like, goal-seeking mechanism
- 3) **Missile-** you seek out a target (goals) and go towards that target

Fleischer Scholars learn HOW to think to achieve SUCCESS!

This **MIND ROADMAP** encourages you to treat your brain like a brilliant, programmable computer which can be adapted throughout your life, using the collection of your experiences to guide yourself as the missile to more accurately hit your target goals.

You, as a Fleischer Scholar, will learn how to use this mental roadmap to become a **“Master Adaptive Learner”**, and this will assist you in having a successful career and in becoming a better leader and role models in your community where you live and work. Now, it’s time to become a master adaptive learner and learn:

- How To **Think**,
- How To **Learn**,
- How To **Write**,
- How To **Solve Problems**,
- How To **Be Adaptable** and
- **GET OUT OF YOUR COMFORT ZONE!**



StudentWallet

With the goal of graduating **DEBT-FREE**, Fleischer Scholars’ first assignment is to **MINE** for scholarships using **Student Wallet** the safe, proprietary scholarship platform that is **FREE** to use and was developed by students, for students!

The Fleischer Scholars Online Workbook

1) MIND ROADMAP for success- a model for you as you learn how to think more critically by using the *Building Your Mental Balance Sheet book (BYMBS)* and curriculum

- ☒ BYMBS book available in English and Spanish
- ☒ BYMBS video lesson
- ☒ BYMBS student reflection workbook
- ☒ BYMBS teacher companion guide with suggested activities and resources

2) Student Wallet

- ☒ A safe and managed scholarship portal that provides you access to:
 - the Student Wallet tutorial video, slides and work in progress guide to assist you in keeping track of scholarships and aids you in applying for
 - a growing library of scholarships
 - educational resources about grants, and financial aid designed with you in mind to assist you in preparing to graduate debt-free

3) Personal Statement

- ☒ During the Fleischer Scholars Program, you will learn about writing a personal statement and receive suggestions to assist you with getting started
- ☒ We even provide a scoring system/rubric to assist you and your mentors in reviewing and improving your personal statement and writing.

4) Personal Financial Literacy Basics

- ☒ We provided a video that assists you and your mentors with pinpointing your own money needs to guide you in thinking about how to solve issues and understand the basic tenants of personal finance and budgeting that makes sense and is easy to practice after completing a Fleischer Scholars Program.

5) Entrepreneurship Team Challenge

- ☒ You will also work in teams on a project that allows you to apply, practice and demonstrate key concepts from the BYMBS curriculum