



THE SERVICE-TO-WEALTH BLUEPRINT

7 Foundation Principles for Building
Extraordinary Wealth Through Serving Others

THE WEALTH FORMULA

Wealth = People Served × Problems Solved × Value Created

Dr. Yohana (Dr. Jean de Dieu Ndahiriwe)

Former Child Refugee from Rwanda
U.S. Navy Veteran • Correctional Chaplain
Executive Director, Maxwell Leadership
Doctorate in Global Leadership

◇ **LEAD&LIVE; RICH** ◇

A Journey from Adversity to Extraordinary Achievement

Dr. Yohana (Dr. Jean de Dieu Ndahiriwe) doesn't just teach about transforming adversity into wealth—he has lived it. His journey from child refugee to executive director is the ultimate proof that the principles in this program work.

From Rwanda to America: Dr. Yohana's story begins as a child refugee fleeing the genocide in Rwanda. He arrived in America with nothing but determination and an unwavering belief that he could build a better life—not just for himself, but for others. This early experience of extreme adversity became the foundation of his life's work: understanding how people transform their greatest challenges into their greatest achievements.

U.S. Navy Veteran: Dr. Yohana served his adopted country in the United States Navy, where he learned the discipline, resilience, and service-above-self mindset that became core to his approach to life and leadership. Military service taught him that true strength comes from serving something bigger than yourself—a principle that applies powerfully to wealth creation.

Correctional Chaplain: Currently serving as a Correctional Chaplain, Dr. Yohana ministers to individuals at their absolute lowest point—people who society has often given up on. This work reveals daily that transformation is always possible, that every person has inherent worth, and that redemption and growth can emerge from the darkest circumstances. His chaplaincy work proves his commitment to service isn't theoretical—it's the core of who he is.

Doctorate in Global Leadership: Dr. Yohana earned his Doctorate in Global Leadership with a specialized focus on **Post-Traumatic Growth and Innovation in Adversity**. This wasn't an arbitrary academic choice—it was a deep dive into understanding the very forces that shaped his own life. His research explores how individuals and organizations transform trauma into growth, turn obstacles into opportunities, and leverage constraints to drive innovation.

Executive Director, Maxwell Leadership: Today, Dr. Yohana serves as an Executive Director with Maxwell Leadership, one of the world's foremost leadership development organizations. He works alongside global leadership experts, bringing decades of proven principles to leaders and entrepreneurs worldwide. His role bridges research and practice, showing how leadership principles directly translate into wealth-building success.

"From child refugee to executive director—every step taught me that true wealth isn't what you escape from or accumulate for yourself. It's what you create for others from what you've overcome."

Why Dr. Yohana's Background Matters for Your Wealth Journey:

Dr. Yohana's unique combination of experiences—refugee, veteran, chaplain, researcher, executive—creates a wealth-building approach unlike any other. He understands adversity because he's lived it. He knows service because he's dedicated his life to it. He teaches transformation because he's embodied it. And he backs everything with academic research and proven leadership frameworks.

The Lead&Live; RICH program isn't theory from an ivory tower or tactics from someone who got lucky. It's a proven system from someone who has transformed extreme adversity into extraordinary achievement—and now dedicates his life to helping others do the same.

Welcome to Your Wealth Transformation

You're about to discover why everything you've been taught about building wealth has been backwards—and what the world's most successful people do differently.

For decades, conventional wisdom has told us to focus on *getting*: get a good job, get a promotion, get more money, get ahead of others. This approach creates stress, competition, and a constant feeling of scarcity. Worse, it often requires us to compromise our values and sacrifice our peace for financial gain.

But there's another way—a path proven not just by research, but by Dr. Yohana's own extraordinary journey. The elite wealth creators, the ones who build lasting prosperity, operate from a completely different paradigm: **true wealth flows naturally when you shift from getting to giving, from taking to serving, from competing to collaborating.**

Dr. Yohana discovered this truth through lived experience. As a child refugee from Rwanda, he arrived in America with nothing to *get*. But he had something to *give*—his determination, his service, his resilience. That mindset shift changed everything. Through military service, chaplaincy work, academic research, and executive leadership, he's proven that serving others isn't just noble—it's the most effective wealth-building strategy.

*"The most powerful wealth creation happens when you stop asking
'What can I escape from?' or 'What can I get?'
and start asking 'What can I give from what I've overcome?'"*

— Dr. Yohana

This blueprint reveals the seven foundation principles that form the bedrock of the Lead&Live; RICH system—principles forged in Dr. Yohana's journey from child refugee to executive director, refined through his doctoral research on post-traumatic growth, and proven through Maxwell Leadership's decades of experience developing world-class leaders.

What You'll Discover:

- **Why serving others is the fastest path to personal wealth (and how Dr. Yohana proved this through his own journey)**
- **The mindset shift that transforms scarcity into abundance and competition into collaboration**
- **How to identify and solve problems people will gladly pay you to solve**

- **The relationship-building strategies that create exponential opportunities**
- **Why your network truly becomes your net worth when you serve first**
- **The compound effect of consistent value creation over time**
- **How to align wealth-building with your deepest values and purpose**
- **The post-traumatic growth framework: turning your adversity into your greatest competitive advantage**
- **Why what you've overcome is often what you're uniquely positioned to solve for others**

These principles are drawn from Phase I of the complete Lead&Live; RICH program, which consists of 52 comprehensive episodes covering everything from foundation principles to advanced wealth mastery strategies—all designed to help you build wealth that serves others while enriching your own life.

If Dr. Yohana can go from child refugee to executive director by serving others, imagine what's possible for you when you apply these same principles to your own journey...

◆ PRINCIPLE 1 ◆

The Service-First Paradigm Shift

The fundamental difference between those who struggle financially and those who thrive comes down to a single question they ask themselves daily. Those who struggle ask, 'What can I get?' Those who thrive ask, 'What can I give?'

Dr. Yohana learned this truth the hard way. As a child refugee, he had nothing to *get*—no connections, no wealth, no advantages. But he discovered he had something far more valuable: the ability to serve. In the Navy, as a correctional chaplain, and now in executive leadership, he's proven repeatedly that serving others is the fastest path to personal advancement.

When you shift your primary focus from accumulation to contribution, something remarkable happens: opportunities multiply, relationships deepen, trust compounds, and wealth flows naturally as a byproduct of the value you create. You stop competing in a zero-sum game and start collaborating in an infinite game where everyone can win.

The wealthiest people understand that money is simply a measurement of value delivered. The more people you serve, the better you serve them, and the more valuable your solution to their problems, the more wealth naturally flows back to you. This isn't theory—it's a proven pattern observable in every industry, every generation, and in Dr. Yohana's own journey.

KEY INSIGHTS:

- Wealth is a direct result of value creation, not value extraction
- The question 'How can I serve?' opens unlimited wealth opportunities
- Service-based wealth is sustainable, fulfilling, and values-aligned
- Those who have nothing to 'get' but everything to 'give' often rise the fastest

◆ PRINCIPLE 2 ◆

The Problem-Solving Mindset

Every dollar in your bank account represents a problem you solved for someone else. Every wealthy person is simply someone who became excellent at solving valuable problems.

The size of your wealth is determined by three factors: the number of people whose problems you solve, the severity of those problems, and the elegance of your solution. A person who solves small problems for a few people earns a modest income. A person who solves significant problems for

millions earns extraordinary wealth.

Dr. Yohana's doctoral research on *Innovation in Adversity* reveals something crucial: the best solutions often come from those who've personally experienced the problem. His work with incarcerated individuals as a correctional chaplain showed him that everyone faces problems—and those who solve their own problems first are uniquely positioned to solve them for others.

Train yourself to see problems everywhere—not as complaints, but as opportunities. Every frustration you've overcome, every challenge you've faced, every obstacle you've conquered represents potential wealth if you can help others navigate similar challenges. Your adversity is your advantage—if you choose to use it to serve.

KEY INSIGHTS:

- Wealth = People Served × Problems Solved × Value Created
- The problems you've personally solved are often your most profitable opportunities
- Your unique struggles give you unique insights that others will pay for
- Innovation in adversity creates breakthrough solutions others can't see

◆ PRINCIPLE 3 ◆

Relationship-Based Wealth Building

The old saying 'It's not what you know, it's who you know' is only half right. The complete truth is: 'It's not what you know or who you know—it's how much you help who you know.'

Your network truly does become your net worth, but not through manipulation or transactional relationships. It happens when you consistently create value for others without keeping score, when you make strategic introductions, when you help people solve problems before you even think about how it might benefit you.

Dr. Yohana's work as a correctional chaplain—serving people at their absolute lowest, with no expectation of return—taught him the deepest truth about relationships: authentic service creates bonds that transcend circumstances. The Navy taught him that your team's success becomes your success. His refugee experience showed him that those who help you when you have nothing become lifelong advocates.

Every meaningful business opportunity, referral, partnership, investment, or breakthrough typically comes through relationships. But these opportunities only flow to people who have demonstrated that

they add value to their network. The wealthiest people invest heavily in relationships—not with an agenda, but with genuine commitment to others' success.

KEY INSIGHTS:

- Build relationships by creating value first, not by asking for favors
- Quality of relationships matters more than quantity—focus on depth, not breadth
- The more you help others succeed, the more opportunities flow back to you
- Serve people even when they have nothing to give back—these relationships compound most

◆ PRINCIPLE 4 ◆

The Compound Effect of Consistent Value Creation

One of the most powerful principles in wealth building is this: small, consistent actions in service of others compound dramatically over time. Just as compound interest transforms small deposits into wealth over decades, consistent value creation transforms small daily actions into extraordinary wealth.

The problem is that most people quit too soon. They serve, they give, they create value—and when they don't see immediate financial returns, they stop. But wealth-building through service doesn't work on a linear timeline. It works on an exponential curve.

Dr. Yohana's journey from refugee to executive director didn't happen overnight. Years of consistent service—in the military, in chaplaincy, in academic study, in leadership development—compounded into extraordinary opportunity. Military training taught him that discipline beats motivation every time. His research showed that post-traumatic growth doesn't happen immediately—it unfolds gradually as you consistently choose growth over victimhood.

For months or even years, your efforts might seem to produce modest results. But during this time, you're building reputation, credibility, relationships, and expertise—creating a foundation. Then suddenly—seemingly overnight—everything changes. Opportunities multiply, referrals pour in, and income accelerates. This is the compound effect in action.

KEY INSIGHTS:

- Consistency beats intensity—small daily actions compound dramatically over time
- The first year of service-based wealth building tests your discipline and commitment
- Success appears sudden but is built gradually through years of consistent effort
- Post-traumatic growth, like wealth growth, unfolds gradually through consistent choice

◆ PRINCIPLE 5 ◆

Abundance Thinking vs. Scarcity Thinking

Perhaps the most crucial mindset shift required for service-based wealth building is moving from scarcity thinking to abundance thinking. This shift changes everything.

Scarcity thinking says: 'There's only so much to go around. If someone else wins, I lose. I need to protect what I have and compete for my share.' This mindset creates stress, breeds competition, and ironically, prevents wealth from flowing. It's the mindset of fear and survival.

Abundance thinking says: 'There's more than enough for everyone. When I help others succeed, I create more opportunity for myself. The pie isn't fixed—we can make it bigger together.' This mindset creates collaboration, opens doors, and allows wealth to flow naturally. It's the mindset of faith and service.

Dr. Yohana knows both mindsets intimately. Scarcity is real when you're a child refugee with nothing. But he discovered that abundance thinking—choosing to serve even from a place of lack—is what transforms circumstances. His research on post-traumatic growth demonstrates this: those who emerge stronger from adversity are those who shift from 'Why me?' (scarcity) to 'How can I use this to serve others?' (abundance). The wealthy operate from abundance. They share freely because they trust more will come. This isn't naivety—it's proven strategy.

KEY INSIGHTS:

- Scarcity thinking blocks wealth; abundance thinking attracts it
- You can choose abundance thinking even in actual scarcity—it changes everything
- Competition narrows opportunities; collaboration multiplies them
- Post-traumatic growth requires shifting from 'Why me?' to 'How can I serve?'

◆ PRINCIPLE 6 ◆

Values-Aligned Wealth Creation

One of the most overlooked aspects of sustainable wealth building is alignment between your wealth-creation activities and your deepest values, spiritual purpose, and life mission. When this alignment exists, everything becomes easier and more fulfilling.

Many people pursue wealth in fields that don't resonate with their values, working in industries that feel meaningless or pursuing opportunities that require them to compromise their principles. This creates internal conflict that undermines both success and satisfaction—and often leads to burnout, even when financial goals are achieved.

Service-based wealth building solves this problem by starting with a fundamental question: 'What problems am I uniquely positioned and passionate about solving?' Dr. Yohana's journey exemplifies this principle: his refugee experience, military service, chaplaincy calling, academic research, and leadership development all converge into a singular mission—helping others transform adversity into extraordinary achievement. Every aspect of his background serves the mission.

When your wealth-building activities align with your natural interests, talents, values, experiences, and sense of calling, work stops feeling like work. You have unlimited energy because you're doing what you were meant to do. The most successful entrepreneurs don't separate 'making a living' from 'living meaningfully.' They've found ways to create wealth by serving in areas they genuinely care about, solving problems they're passionate about addressing.

KEY INSIGHTS:

- Sustainable wealth requires alignment between making money and making meaning
- Your unique combination of experiences, values, and calling guides your service path
- What you've overcome often points to what you're meant to help others overcome
- Values-aligned wealth feels better, lasts longer, and creates lasting legacy

◆ PRINCIPLE 7 ◆

The Mastermind Principle

No one builds significant wealth alone. Behind every successful entrepreneur, business leader, refugee-turned-executive, or wealth creator is a network of mentors, advisors, partners, and peers who provide guidance, accountability, connections, and support.

Napoleon Hill, in his legendary work 'Think and Grow Rich,' identified the mastermind principle as one of the key factors in wealth creation: 'No two minds ever come together without thereby creating a third, invisible intangible force, which may be likened to a third mind.' This synergy multiplies individual intelligence and capability exponentially.

The mastermind principle works because it provides what you cannot provide for yourself: blind spot identification, specialized expertise, emotional support during challenges, accountability to your goals, diverse perspectives, and access to networks and opportunities beyond your individual reach. In military terms, it's your command team. In spiritual terms, it's your community of faith. In business terms, it's your advisory board.

Dr. Yohana's rise from refugee to executive director was never a solo journey. Mentors guided him. Military leaders shaped him. Spiritual communities supported him. Academic advisors challenged him. Maxwell Leadership colleagues multiplied his impact. His current work with Maxwell Leadership reinforces this truth: leadership development and wealth creation both accelerate exponentially when you surround yourself with people who think bigger than you currently do, who have overcome what you're facing, and who are committed to your success as much as their own.

KEY INSIGHTS:

- Surround yourself with people who think bigger than you and have overcome more
- A mastermind provides accountability, blind spots, and collective wisdom
- Your growth is limited by the five people you spend the most time with
- Seek those who've transformed adversity similar to yours—they know the path

Your Next Steps: From Principles to Practice

You've just discovered the seven foundation principles that form the bedrock of service-based wealth creation—principles proven not just through research, but through Dr. Yohana's extraordinary journey from child refugee to executive director. But knowledge alone doesn't create wealth—**applied knowledge** does.

The principles you've learned in this blueprint come from **Phase I** (Episodes 1-13) of the complete Lead&Live; RICH program developed by Dr. Yohana. This comprehensive system synthesizes military discipline, spiritual wisdom, leadership research, refugee resilience, and post-traumatic growth principles into a proven roadmap for building wealth through serving others.

The Complete Program Structure:

Phase I	Episodes 1-13	Foundation Architecture	Master fundamental frameworks for service-based wealth creation,
Phase II	Episodes 14-26	Elite Development	Develop unshakeable confidence, advanced emotional intelligence,
Phase III	Episodes 27-39	Strategic Relationships	Master building exponential networks, advanced influence techniques,
Phase IV	Episodes 40-52	Wealth Mastery	Scale your service systematically, create multiple income streams,

Immediate Action Steps:

- **Reflect:** Which of the seven principles resonates most with you right now? Write down three specific ways you could apply it this week. Be concrete and actionable.
- **Identify Your Adversity Advantage:** List the five biggest challenges you've overcome in your life. For each one, ask: 'Who else faces this problem?' and 'How could I help them solve it?' Your adversity is often your greatest competitive advantage.
- **Connect Through Service:** Reach out to three people in your network and ask, 'How can I help you right now?' without expecting anything in return. Practice abundance thinking by serving first, even when you feel like you have little to give.

- **Commit to the Shift:** Decide to shift from 'What can I get?' to 'What can I give from what I've overcome?' for the next 30 days and observe what changes in your relationships, opportunities, and mindset.
- **Learn More:** Explore the complete Lead&Live; RICH program to go deeper into these principles and discover the advanced strategies for wealth mastery through service—guided by someone who has lived this transformation.

Ready to Transform Your Relationship with Money?

The Lead&Live; RICH complete program provides the comprehensive roadmap, proven frameworks, and community support you need to build extraordinary wealth through serving others—guided by Dr. Yohana's unique journey from child refugee to executive director and his expertise in post-traumatic growth, military discipline, spiritual wisdom, and Maxwell Leadership principles.

Visit: www.leadliverich.com

Discover the complete 52-episode system and join a community of high-achievers building wealth through strategic service and values-aligned action.

◇ Created by Dr. Yohana ◇

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