

LEARNING TO BECOME SUCCESSFUL

Everyone wants to succeed. Everyone's definition of success is different.

Your motivation is closely linked with your success. Without a success definition, you will not succeed. Success means achieving goals, the process of getting from one point to the next. Success is measured by the accomplishments of your hopes and dreams.

MY DEFINITION OF SUCCESS:

**Success is a purpose statement for life -
defining, finding, and fulfilling that mission.**

Before becoming a businessperson, there are some things you should be aware of. Here is a bit of advice from a veteran.

Know yourself: Self-delusion or fantasy will ensure failure. Before following some pipe dream, know whether or not you have the personal discipline to follow it through.

Be thorough: Many brilliant business schemes fail through some minor oversight in the planning process.

Be consistent: Many good vision-seeding entrepreneurs with variable temperaments and attitudes fail because they cannot be consistent with staffing and employed professionals.

Cut losses: It does not matter whether the idea is good or bad or the planning perfect, the business entrepreneur must be able to recognize and deal with an inevitable failure before others do. This is not to say that he or she should not persist in attempts to prove that success can be achieved long after others have fallen by the wayside. But when failure is on its way, he or she must act swiftly.

Change preparation: Progress is totally dependent upon change. Changing results from learning experiences, attitudes, skills, market conditions, etc. Success achieved too easily or too early can suggest a degree of infallibility that is nothing but illusion.

Life's crossroads: There are always seasons in life when one comes to a crossroad. Sometimes it easy to miss one and keep going in the same direction. How much growth do you want? What kind of growth is good or bad? How much control of growth do you have? There will come a time when one must make a personal assessment. Is it time to turn over the business to subordinates more qualified to take it from there. How about the "quality of life" for the entrepreneur? When is it appropriate to spend more time in family activities and recreation than pursuit of new business? How about one's health, etc.?

Attitude: Superachievers share one characteristic. They take obstacles and failure and convert them into motivators. When you react positively to negative situations, you'll be able to laugh at your troubles.

Persistence: This is perhaps the most essential quality needed to attain success in both your professional career and personal life. If you throw in the towel every time you face adversity, you'll never know how a winner feels. When the going gets rough, stay in the ring and slug it out.

Continual rest: Exhaustion and stress are a dangerous combination. Do not let yourself bear the high stress of building personal dreams while at the same time depriving your body of the necessary rest and relaxation it desperately needs. By getting "rest" during the night, you'll be your "best" during the daytime.

Exercise: Vigorous activity strengthens your body and helps to relieve stress. Medical professionals insist that people who exercise regularly age more slowly, remain healthier, and feel better than those who do not.

Peace: Excesses of any kind can be hazardous to your physical and mental health. One must experience peace in body, soul, and spirit. Take care of your body, but do not forget to care for your soul and spirit. Your emotional and spiritual health is just as necessary as your physical health.

Vision: Without a vision, without purpose, no goals can be met. A lack of goals leads to a lack of planning and inaction. Know what your purpose in this life is all about. Set a vision before you. Fill your mind with an image of what can be and what you will accomplish. Let everything in your life revolve around your vision, and you'll stay on track in spite of varied circumstances. Vision gives focus. Have a vision.

Adjust written goals: Continue to write, rewrite, adjust, and readjust your goals. Goals and plans often need to be changed to reflect a changing business environment.

Commit yourself 100 percent: The successful entrepreneur doesn't just show up for work; he or she works with intensity, as if the future depended upon it. And it does!

Successful people aren't satisfied with "good enough." They prize excellence. Be passionate about your work. Take your work to heart. Expect the best from yourself.

Know where you are headed: The successful entrepreneur doesn't just show up for work; he or she establishes purpose, goals, and plans and then lives by them. Plans need to be flexible, but there is a big difference between having a plan that can be adapted and passively letting other people and circumstances determine your goals.

Learn from experienced veterans: Others have often gone before you. Perhaps it's a related business, perhaps not. At any rate, most of the same principles for achieving success are good across the board. Learn the principles, and be successful in any area you desire!

Network with fellow climbers: There are others in the same race. Yes, the product or service may be different, but the obstacles and barriers are often related. Network; don't go it alone. Find a successful person and be mentored by them.

Take the initiative: There is a story told about twelve boys who showed up to answer a help wanted ad. A broom was partially blocking the hallway, and each boy who went in to be interviewed stepped over the broom on his way to the boss's office. Finally, one boy picked up the broom and moved it to another spot out of the walkway. This was the boy who was hired.

Successful people take the initiative. They do not wait for instructions—they create!

**"Success doesn't come from making the
fewest mistakes—it comes from getting results.**

You don't get results without action."

BENJAMIN FRANKLIN