

Just Work Hard..?

During the early part of my career, I was a sales engineer – and a fairly good one too! At least good enough to be appointed in 1986 as International Sales Manager for a company who worked through independent distributors around the world. Over the ensuing years I had the opportunity of working with these very successful business people from a wide variety of cultures and countries.

By that time I had developed a burning interest in peak performance and success, so every chance I got, I'd ask them what made them successful? What steps did they take to get where they were, and what was the secret of their success? Now bear in mind, I was speaking to people in countries as culturally diversified as China, Sweden, Saudi Arabia, Japan, Australia, Columbia, Singapore and Germany. Yet they all said essentially the same thing; "There is no secret, just work hard."

Happily, I had the opportunity to spend enough time with them over the years to recognize their modesty and to determine that there was much more to their success than simply hard work. In addition, there was one other thing that I did notice. Frankly, it came to me as a bit of a surprise, because I had always assumed that to be successful, you had to be a special person. That turned out to be quite erroneous.

What I found was that these successful people were not necessarily smarter than everyone else, they were simply more effective. They were more effective at utilizing that one ability we all have in common; that one ability that elevates us above every other species on earth. That is the ability to think, the ability to reason, and the ability to formulate and develop ideas.

By understanding how to develop ideas from concept to completion, these business leaders were able to make better and faster decisions with much more predictable and lasting results.

It's as true today as it was 20 plus years ago and indeed, as it ever has been. The main thing that separates success from failure, is our ability to develop our ideas.

In his book, "As a Man Thinketh", the philosopher James Allen, compared the human mind to a garden and pointed out to us that, whether it was intelligently cultivated or neglected, it must and will produce..... something.

Most of us are ready to accept that as it relates to gardening. After all, we know that when we plant roses, we get roses, and when we plant carrots, we get carrots, and when we plant nothing we get.... weeds..!! Because the garden must always produce something.

Sadly, the same concept is not as readily accepted when it comes to the mind, and yet I would suggest to you that the quality of our life is in direct relationship to the quality of those ideas whose seeds we plant in the fertile garden of our mind.

And that is precisely what these distributors were able to accomplish. They had learned how to take the seed of an idea and develop it from the conceptual stage into a vibrant, living entity that allowed them to achieve the outcomes they desired.

When I finally identified what it was that these people had been doing to create their success, I was delighted to recognize that I had been doing most of it already in my own life. Since then I've seen the system work for so many other successful business men and women around the world.

Of course it takes work to learn how to focus your efforts in a particular way and bring your ideas to fruition, but then how many of us have worked hard for too long with no results to show for it?

In future articles we will bring you more information about this exciting concept which we present in our keynote speeches and workshops.