

# **"The Eight Traits Successful People Have in Common"**

**Monday, June 22, 2015**

- The next "Tuesday Night Live" meeting at Corporate Offices... is June 23 at 7:30 PM – [www.mannatechlive.com](http://www.mannatechlive.com)
- New Generation Uth Facebook Page – Make sure you go online and like the page - <https://www.facebook.com/GenerationUthSkincare>
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- Mannatech Sponsored... "Buffalo Springs Triathlon in Lubbock, TX this weekend

## **Richard St. John book (TOMS book in South Africa)**

What really leads to Success? It is not inherent in people as successful people are quite different from each other. However, they all seem to have developed certain traits. So Richard interviewed 500 successful people...wanting to hear the reasons for their success in their own words.

Noteworthy: this is a cross section so there are other traits that are critical in specific careers (say networking needs people skills, communication skills, leadership skills). These are not traits that are inherited, passed on by parents. We develop them by taking action. There are NO secrets to success...accept these as foundational to your success and you will be successful.

### 1. Passion

- a. "The only way to be truly satisfied is to do what you believe is great work. The only way to do great work is to do what you love." Steve Jobs  
Passion is what helps people succeed...it makes you want to get up in the morning and not go to bed at night.
- b. Passion is not ambition. Example of my goal in 3 way calls...that is passion!  
"The energy comes from within if you love what you do" Keith Black, famous neurosurgeon.
- c. The problem: Strivers know what they love and can head straight toward it. Seekers don't know what they love and need to discover it.  
To find passion, explore many paths.
- d. If it is your calling it should call you. Sometimes you just stumble into it but it is because you are in continuous search. Follow your heart not the money. If you follow your heart, you will automatically work hard, focus, persist and do all the other things it takes to succeed.
- e. If you found your passion, would you do it for free? You have one life, it better be the one you love.

### 2. Work

- a. "Be committed to working really hard...I work like a demon, I really do."  
Sherry Cooper economist and global strategist
- b. Work, work and do more work. Never believe others will do it for you.

- c. Successful people are not workaholics, but rather workafrolics. They achieve success when they don't know what you're doing is work or play. Fun not meaning "ha ha" but rather fulfilling with moments of great joy.
- d. The reason why so many rich people don't ever retire...because they love what they do and have fun at it.
- e. Easy? NOT. Success doesn't come easy for anybody, but the problem is we think it does.

Forget TGIF and think TGIW "Thank God I'm Working"

Thomas Edison "I am glad the eight-hour day had not been invented when I was a young man, If my life had been made up of eight-hour days, I do not believe I could have accomplished a great deal."

- f. Work tops talent. The least of talented people can make the most of life by hard work. Even the greatest artists today will say "It wasn't about talent as much as working so hard and awaiting the inspiration."

A strong work ethic is common among all successful people. How do you develop a strong work ethic? By hanging around people who have one.

- g. Trust that hard work will pay off! "The self confidence that you can out work the other guy will carry you through a lot."

### 3. Focus

- a. Remember Tony Jeary, "Clarity, Focus, Execution"

Focus is absolutely critical. Norman Jewison "I think it all has to do with committing yourself and focusing yourself to one thing. I believe to do one thing well brings not only satisfaction, it also brings a kind of confidence."

- b. "To be a failure, don't focus." Dean Kamen

c. Focus is all about specializing in something and becoming an expert. The focus and expertise of successful people can often be summed up in less than five words...for Mannatech what might that read like?

- d. Go wide and then focus...at the beginning we need to do anything but focus. Capture it all then narrow in. If wait too long then your energy gets dispersed in too many different directions. "We become dabblers in many things and masters of none."

e. Like when you focus the sun's rays through a magnifying glass, it can generate enough energy to create a fire. Use the same principle in your life. Apply your energy on one thing and fire up your success. Quit dabbling. Successful people are not successful in many things, but always in one main one.

- f. "You must be single minded." George Patton. And single minded does not mean narrow-minded. Be constantly absorbing things around you.

- g. Develop the ability to concentrate.

Practice and concentration - then more practice and more concentration.

Eliminate distractions. TV, and so much more can be distractions. Amazing how many successful people never watch TV!

- h. Attention deficit disorder is sometimes interest deficit disorder.

### 4. Push

- a. "Push yourself. Try hard. You don't just sit and wait for life to happen to you." Leslie Westbrook, marketing director

b. Physically and mentally you need to push yourself. When you have nothing left, take another step. Do you have that edge? the mental ability to push yourself?

Successful people push themselves through shyness, doubt and fear. They see no limits.

c. Shyness can actually be beneficial...as shy people tend to be better listeners, and more observant since they are less likely to promote their ideas/self. But you want to push through it because you will miss out on opportunities.

To get over shyness push yourself in front of people.

d. Push yourself through self-doubt. When you encounter self doubt,

1) look back at past accomplishments and say "I've done it before I can do it again!"

2) Move forward so fast you outrun it.

3) The confident/doubt strategy...bounce back and forth by knowing you are great, and then doubting...not staying on one side too long.

4) The sleep it off strategy...a good night's sleep stops the overwhelm.

There has to be some self-doubt as you would not otherwise ever grow as a person.

Richard Branson, "I like to push and see what I'm capable of, and I think people get more satisfaction out of life if they lead their life that way."

e. Strategies to push yourself:

Set a goal to push yourself!

Challenge yourself by setting goals with adrenaline added.

Deadlines are a third strategy people use to push themselves.

Discipline is a fourth...saying "No" to things you rather be doing to get the tough

Another strategy is getting others...buddies or accountability partners.

Competition can push you (winning incentive trips)

Find mentors to push you...a tor-mentor to push you and a mentor to support you.

Get out of your comfort zone!

## 5. Ideas

a. "When people ask me, "How do I start my own business?" I say to them "You have to have an idea that everyone else thinks is crazy, and you go ahead and do it anyway." Bill Low, CEO AudioQuest

b. Successful people come up with good ideas. Jack Welch Gen Elec CEO, said "My job is to find great ideas, exaggerate them, and spread them like hell around the business with the speed of light."

c. Ideas light the way to success (thus, are represented by light bulbs). "But nothing is like the time when you come up with one...you create something and you can see it and taste it and feel it. It's addictive." Ad guru Jerry Della Femina.

d. Everyone can come up with good ideas...CREATIVITY is critical. Ideas lead to success in every field.

Ideas come from every day problems. So without problems, you have limited cognitive orientation toward new ideas. Bill Gates, "I approach business as a kind of problem-solving challenge...life's a lot more fun if you treat its challenges in creative ways."

e. To come up with good ideas, keep your eyes open and be observant...EYE-Q can be more important than IQ.

f. Ears are antennas for ideas. "The key to success is to get into the store and listen to what the associates have to say...Our best ideas come from clerks and stockboys." Sam Walton

Asking questions leads to ideas...we need to do this every day, in all we do.

Borrow an idea then build it into a new idea.

g. To get ideas make connections.

## 6. Improve

- a. "I never pick up an item without thinking of how I might improve it." Thomas Edison  
Continuous improvement is a core principal for all successful people. They never stop. They have a willingness to keep improving themselves, their skills, their work - and it never stops. "Nobody is a natural. You work hard to get good, and then work hard to get better."
- b. Continuous improvement means three things:
  - 1) Getting good at what we do.
  - 2) Keep getting better
  - 3) Aiming to do our best
- c. Not everybody does a good job, but that just leaves more opportunity for those of us who do. Being dissatisfied doesn't mean being unhappy.
- d. Practice is what is required to be our best. **Repetition to Excess Produces Success.** REPS. Improvement is all about practice and practice is all about repetition.
- e. Focus on your strengths, forget about your weaknesses. One word business plan" IMPROVE.

## 7. Serve

- a. "I offer a service, and that is to clothe people." Alexander McQueen.
- b. "What I mean to serve is thinking about others, working on their behalf and delivering something they want, need or value, whether its a service, a product or experience or a feeling." So who do you serve?
- b. No matter who you are, if you are going to succeed in life, you need to think of yourself as being of service.
- c. Expertise has value, understanding has value, information has value, entertainment has value, solving problems has value, ...
- d. Smart Wireless CEO Nez Hallett says "The real secret to business is unlocking value. Go look for the value you can offer Be vigilant at finding it everyday and unlocking it, because that's really your competitive edge."
- e. Serving others will give you happiness, satisfaction, appreciation, contribution, acknowledgment A RICH LIFE.  
By serving others we have a rich life! As Ralph Waldo Emerson said, "It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself."
- f. "Strive to make something good that people want and the money will follow." Francois Parenteau, top independent Wall St Analyst  
Forget about yourself...serve others and focus on those you serve. Success will follow you.
- g. Displacement: put yourself in other people's shoes. If we create solutions for other people we have to be able to get outside your own skin and into theirs. See the other person's perspective.
- h. To best serve, listen to the other person. Listen to your customers and you get more business. Set your EGO aside and focus on others.

## 8. Persist

- a. "It's being determined to persist. Being prepared to want to get there, regardless of the obstacles, and however difficult things seem." Ann Turner, founder Profile Recruitment Consultants  
Louis Pasteur: "Let me tell you my secret that has led to my goal. My strength

lies solely in my tenacity."

Universal Studios Sr VP of design Robert Ward "You really have to be prepared to persist because it won't be easy and there will be failure. You need to pick yourself up, stay on course and continue down that path."

b. Persist through time...most success takes years of complete obscurity! In this age of instant gratification, success is very gratifying but far from instant!

"Success takes ten years."

c. Persist through failure. "Failure doesn't stop you. Quitting stops you. Persevere and don't be afraid to fail. You can afford to fail over and over again, because there will always be many, many more opportunities to succeed."

Virtually every successful person he interviewed had failed.

d. Make failure your school not your funeral.

These are times you have the opportunity to go through the greatest amount of growing.

It is your school if you choose it, a time for learning. Or it is your funeral if you allow it to devastate you, stop you in your tracks. He gives many examples of failures in peoples' lives that laid a foundation for their extreme success. Most stated that without the failures then may never have had success. Failures build strength that success does not.

"As much as we hate failure, it can be a much better school than success."

Successes are just rewards for continuing to fail.

Thus, to succeed a lot, fail a lot. Successful people collect "Frequent Failure Points."

Google co-founder Sergey Brin said to me, "You have to fail many times to succeed once."

Famous philosopher Daniel Dennett said to the author, "Make more mistakes, make better mistakes, more sophisticated mistakes. Be willing to make mistakes in public and admit them. Try to get over your embarrassment and your anger and your shame, and instead adopt an attitude of curiosity about your own mistakes."

e. Persist through a lot of CRAP: Criticism, Rejection, Adversity and Prejudice. Criticism: frank criticism is not always destructive ; in fact it could be constructive.

Rejection: there will be weeks when we get rejected by everyone. Pick up the pieces and fight on. "Remember, when you get rejected you're going to get dejected, but also get injected with the determination to persist." Think of rejections as badges of honor.

"Life is hard by the yard, but by the inch it's a cinch." Quincy Jones

Fight "Quitophobia." People have a fear of quitting. It is not that successful people in every field have quitophobia.

Never quit. Never give up. Winston Churchill told the British people, "Never, never, never give up."

Successful people still rely on that exact advice.

f. Strategies to persist..."Bounceability"

Successful people have "rubber" skin (not thick skin).

"Resilience is important. You do have to be able to roll with the punches, If you're striving for something, things are not always going to go your way...if you fall apart and don't believe in yourself, then you're not going to get very far."

Dawn Lapore, CIO of Charles Schwab

Others said...not good with failure, but give themselves A for resilience.

Stubbornosis is a strategy for bouncing back!

Be impatiently patient. When you set 30 and 90 day goals sometimes you don't fare well. But on 1-2-5 year goals, those are the important ones where you amaze yourself if you put your nose to the grind.

Another strategy is "Don't look Back!" Have a small rear view window. Always keep your mind on the next activity, strategy to success, looking forward. Another strategy: Persist through unbalanced times...work sometimes takes over...

- 1) Remember it's okay to be unbalanced for a while
- 2) Moderation does not work
- 3) Achieve balance through extremes
- 4) We can't have balance and success at the same time so make choices
- 5) Make sure to keep moving from side to side (balance/success)

Another strategy is RFM: relentless forward motion

This is a strategy developed by those in ultra-marathoning. They keep going no matter what the conditions or how bad they feel.

***"I learned success isn't a one-way street. It's a continuous journey, and the eight traits successful people have in common are not only how we reach success, they are also how we stay there. Have fun and enjoy the journey." Richard St John***