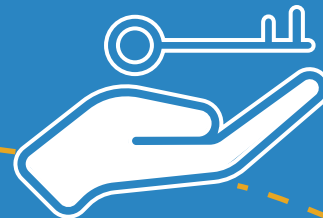
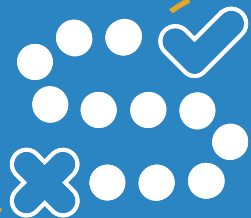


# Nine Key Factors That **Can Guide You** **TO ACHIEVE SUCCESS**



Most people say that they want to be successful in life. They want to achieve their goals and feel content with their accomplishments. For countless people, however, understanding how to reach this success can sound complicated. There are nine key factors that can guide those interested in making a difference in their professional or personal lives that separate those who succeed from those who do not.

## 1. Hard-wired traits

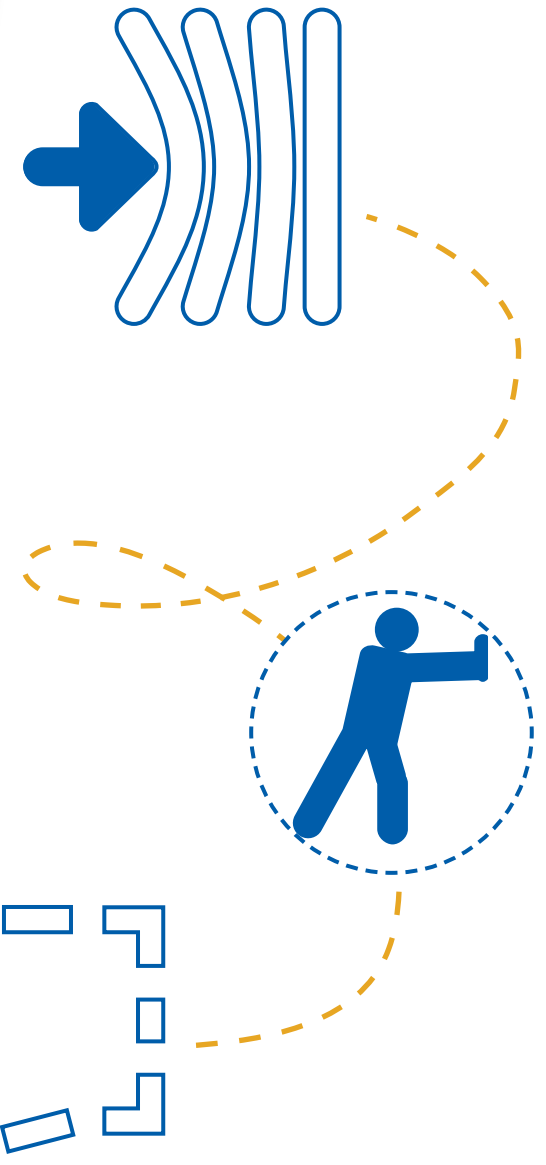
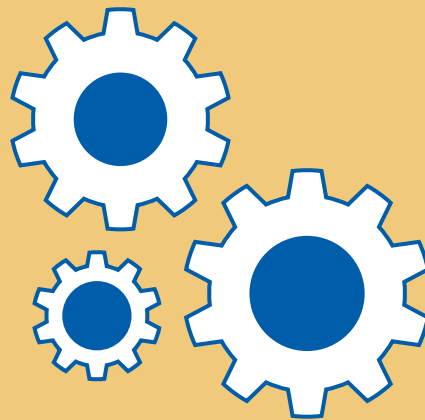
There are a few important traits that seem to develop early in childhood for those likely to see success. Between the first and sixth years of life, these people are encouraged to develop ambition and drive. For example, some individuals develop a strong work ethic early on in life. Whether that is paying for their own education or going the extra mile to move forward in their career, the internal need to excel is nurtured and celebrated. These people learn about risk early on, but they have a different outlook on it than the rest of the population. Rather than being averse towards these potential challenges, those likely to succeed view them as a driver, a motivation, and something that propels them forward.



## 2. Soft-wired traits

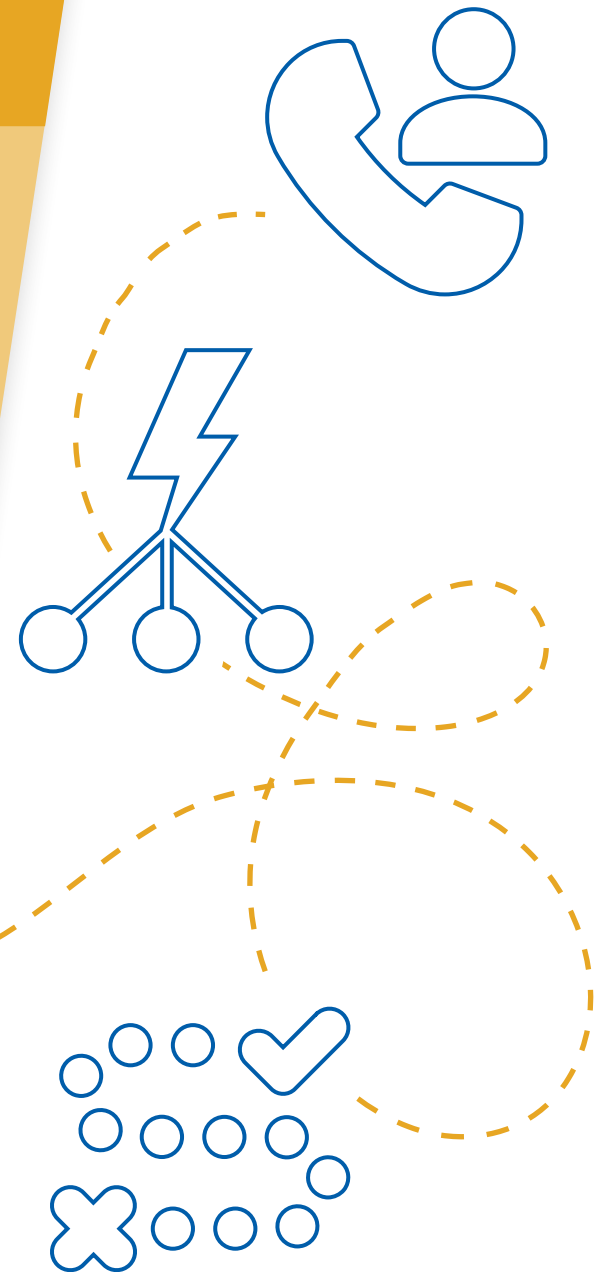
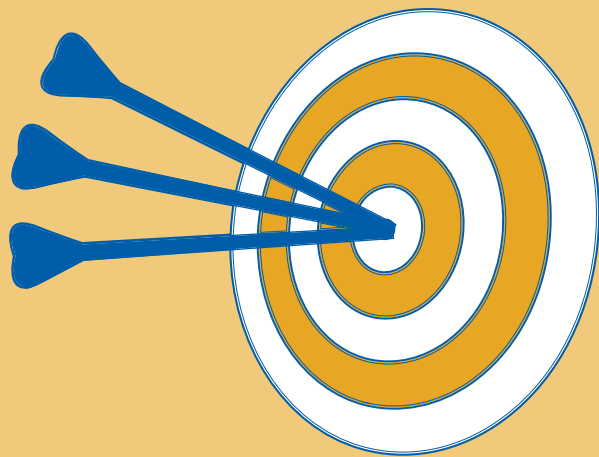
Although there are “success characteristics” that are developed during childhood, there are also certain traits that are cultivated throughout life. These ideas develop over time and offer room for improvement and growth. One soft-wired trait is resilience. Those who succeed in their professional and personal lives are able to push themselves even when failure occurs. Rather than becoming too relaxed in their comfort zones, these individuals understand how to propel forward. And, ultimately, shatter boundaries and expectations.

It is important to note that those who are most successful also take a different view of failure. Rather than seeing it as something negative, they instead view it as a cog in the wheel of success. As Lisa M. Amos said, “Entrepreneurs average 3.8 failures before final success. What sets the successful ones apart is their amazing persistence.”



### 3. A keen understanding of the top ten behaviors

Every position or job has particular behaviors that are needed in order to drive to success. This includes everyone from the c-suite leaders of an organization to the assistants who answer the phone. The individuals most oriented toward success understand these behaviors keenly. In sales for example, these behaviors would include factors such as knowing how to prospect and generate fresh leads for the company. Not only do they show a deep appreciation and comprehension of what is needed to reach their goals, they also carry out the behaviors consistently, and practice predictable results.

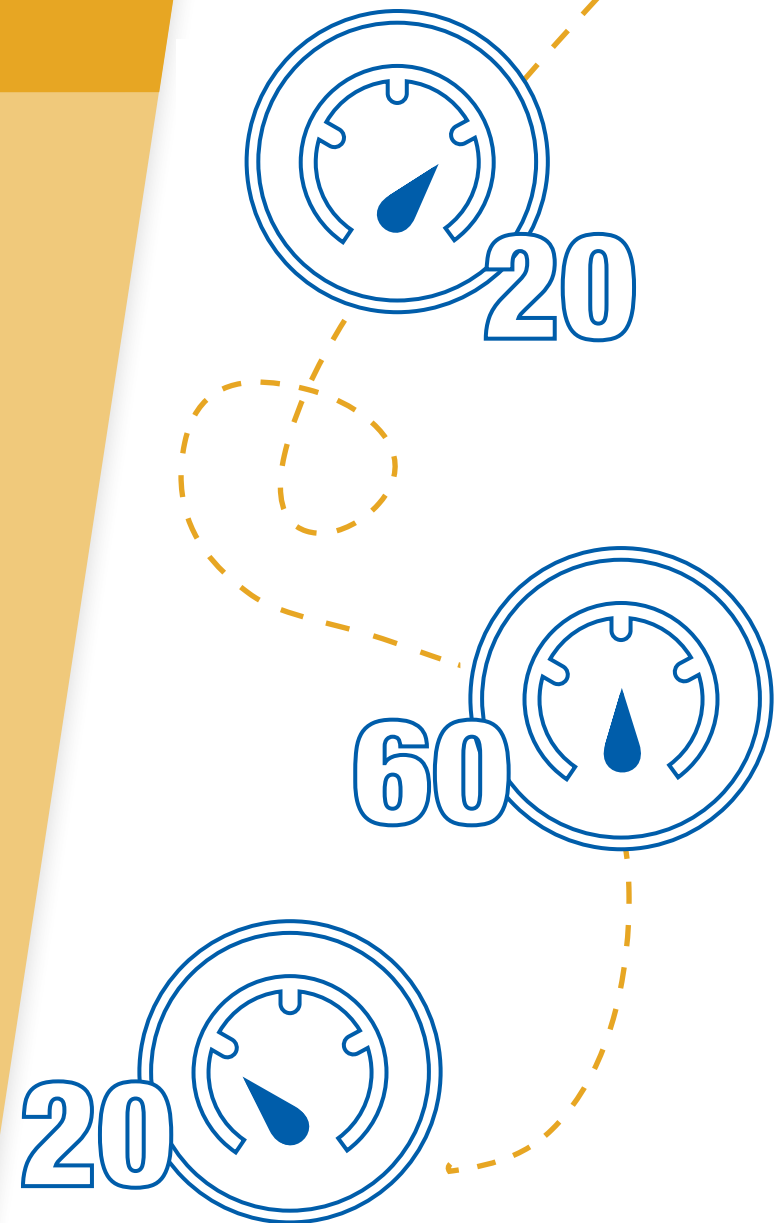


## 4. Positioning of success

Within an organization, there appears to be a stratification that occurs, defining the success and the behaviors of those who are a part of the group. Generally, you will see a 20/60/20 layout. The top twenty percent consist of the high-performing leaders. These are the visionaries, those with the understanding of what success looks like and how they are going to get there.

The middle 60 percent are the variable performers. These people are average. They sometimes see success, but it does not happen consistently enough for them to join those at the top.

The bottom 20 percent are the low-performers. These individuals do not have the behaviors and beliefs that make genuine success possible. Interestingly, these people often talk about success in the same terms as those at the top of the group. The key difference, however, is that those on the bottom are unwilling to do what is required. They are always ready to make excuses about why they are not reaching their goals or deadlines. Interestingly, you will find these divisions to be accurate in both professional and personal life.



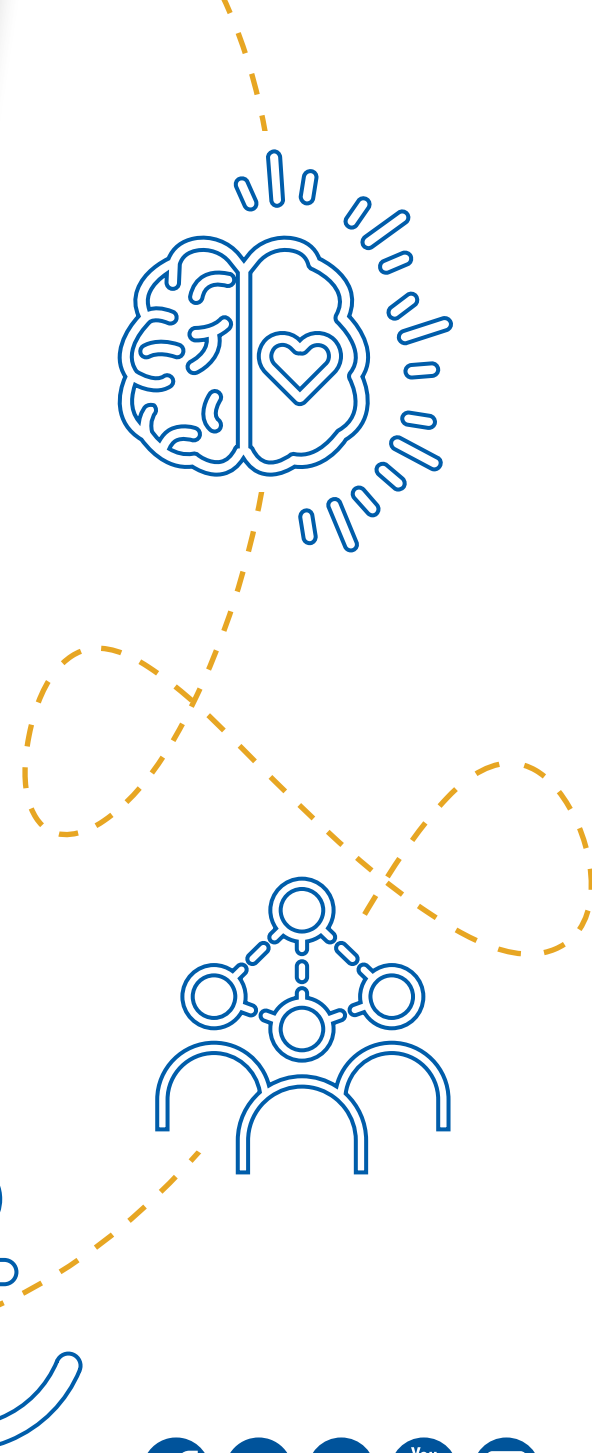
## 5. Tapping into the 3 influencers of success: belief, behavior, and baggage

These three areas can either drive success or they can hinder people's progress. The first is belief.

All people have inner beliefs, deep down, that are not questioned. From these beliefs people develop personal and professional guidelines. From their guidelines arise the rules that govern the choices they make. Those who are successful have strong core beliefs that drive their progress. These core beliefs help to create positive guidelines and then rules that are meant to be challenged as the person moves forward. When someone wants to improve their life and achieve success, often they must be willing to go in and change their innate beliefs. People must make the changes from deep within themselves.

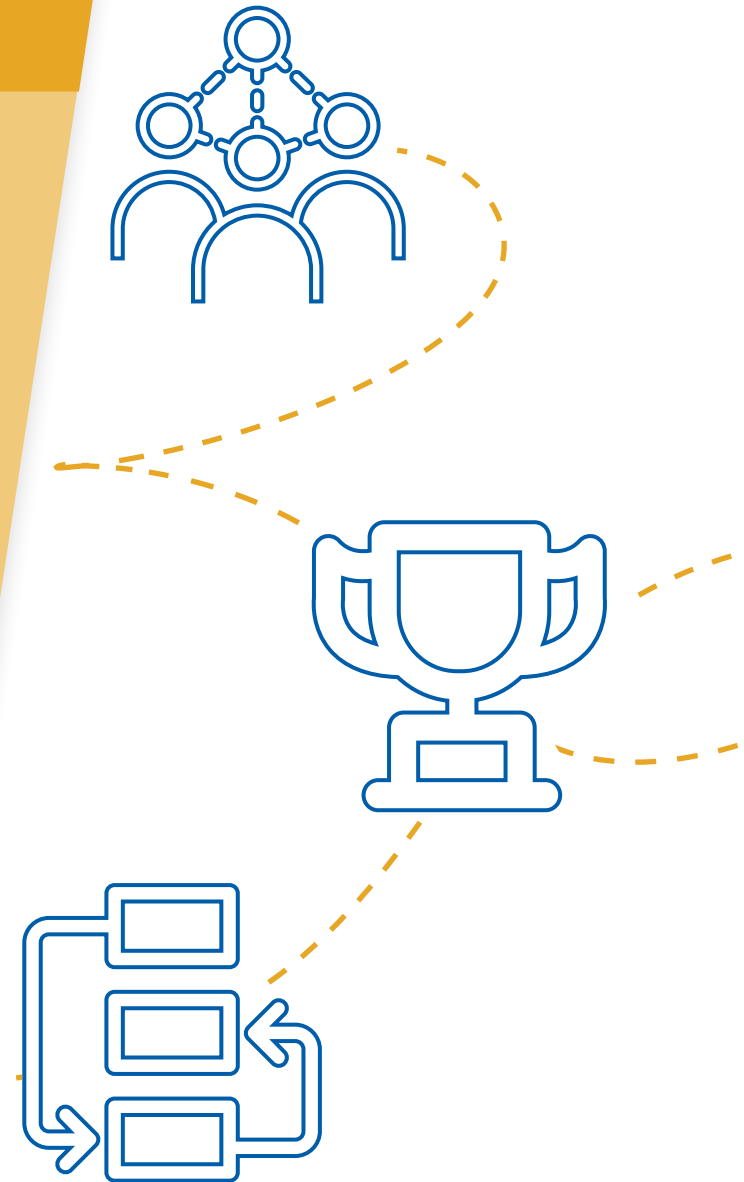
All people also have behaviors that impact their success. As already discussed, successful people identify the behaviors that will most impact their success, translate this knowledge into action, and do it consistently.

Baggage is the final influencer that holds people back. Countless people have things dragging them down like an anchor. Rather than trying to resolve these issues, they simply choose to mitigate them. To see progress, people must move forward by reducing the impact of this baggage on their beliefs and behaviors rather than trying to work around it.



## 6. The success triangle

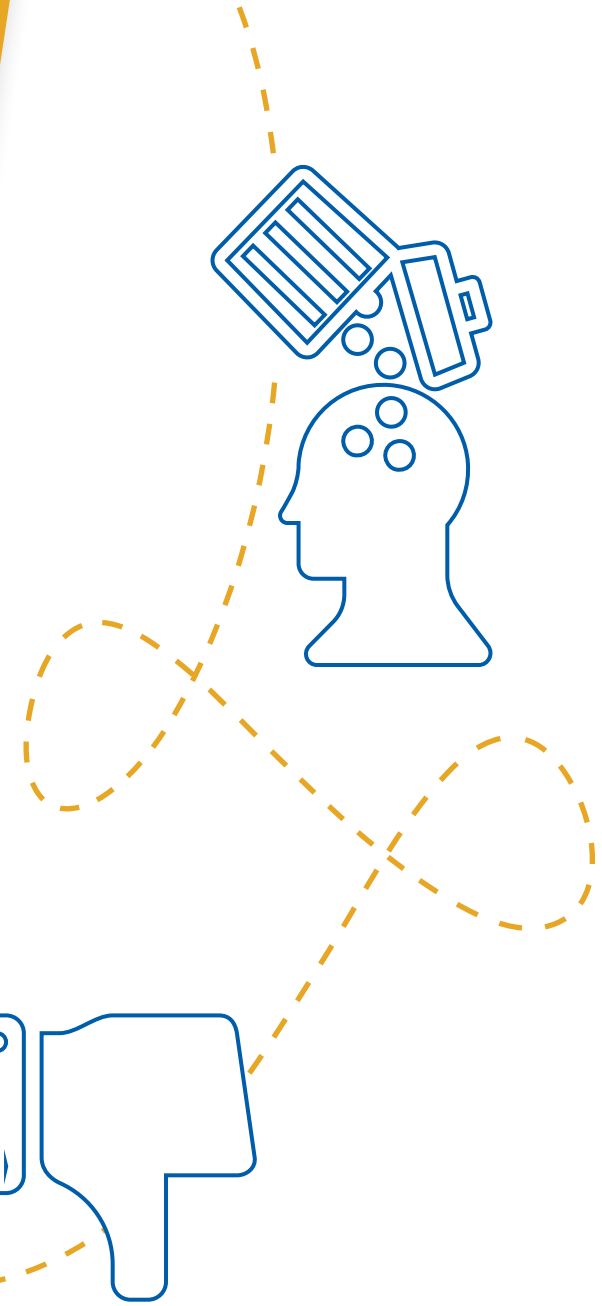
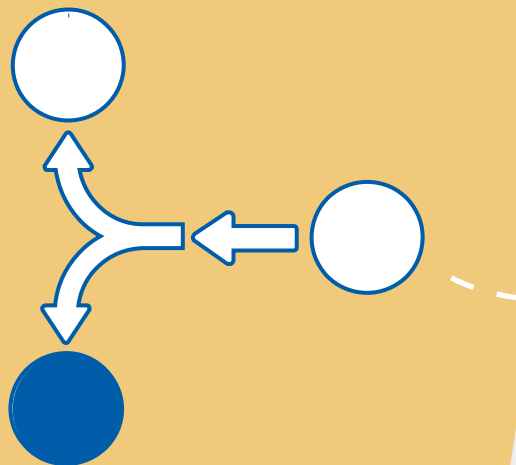
Success can be a complex concept. To simplify it, think of success as a triangle of behavior, attitude and technique. All three are critical aspects to a thriving professional career. **Behavior** is the daily, weekly and monthly activity needed to achieve one's short-term and long term goals. **Attitude** greatly impacts one's Behavior. If a person upholds a "winning attitude" and believes they are effective in their Behavior, they will continue to press forward no matter the obstacle. **Technique** is the third point of the triangle. Techniques are the skills that separate one person from the next. Non-traditional, unconventional techniques can provide the slight edge one requires to finish on top. This triangular approach helps to break down the components of success and identify which area needs the most development.



## 7. Head Trash

Often people find that their minds become filled with distractions based on their own internal fears. This is called “head trash.” Most people have a fear of failure. They find themselves stunted by thoughts of what could possibly go wrong and it hinders their ability to move forward. Conversely, however, many people also have a distinct fear of success. These people fear that if they start to have some success, they will have to be successful all the time. In other words, if they start to put up great numbers in sales, then their bosses will expect to see these high numbers from them every quarter. These types of people are afraid of being singled out as successful and the additional stress that goes along with it.

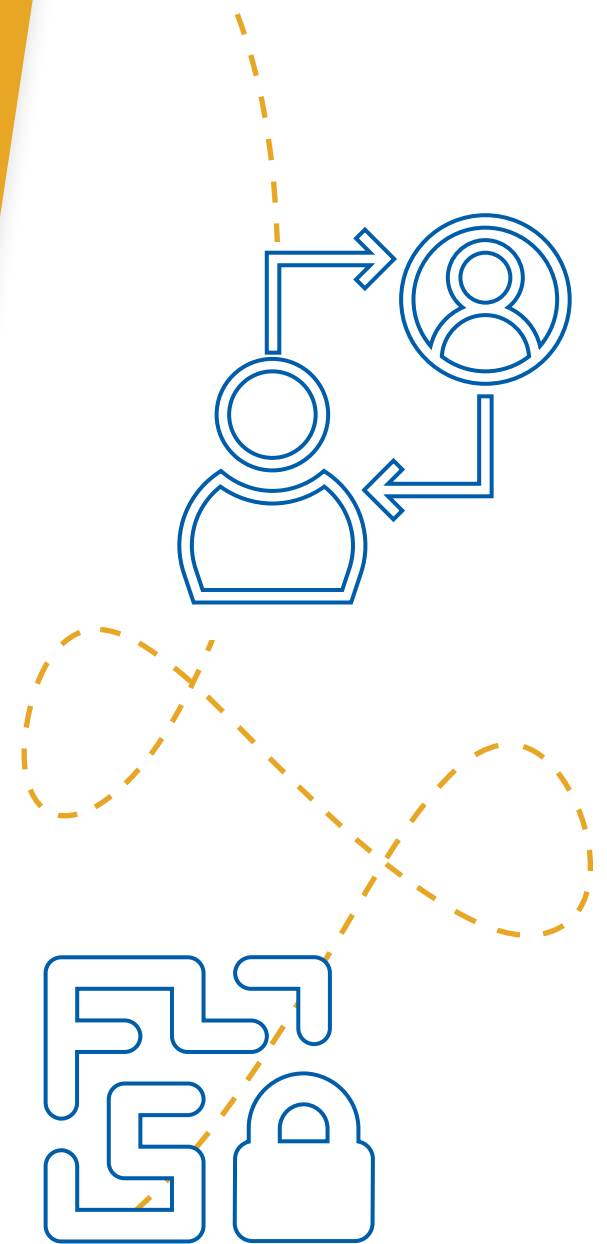
Understanding this “head trash” and moving past it can have a tremendous impact on an individual’s success.





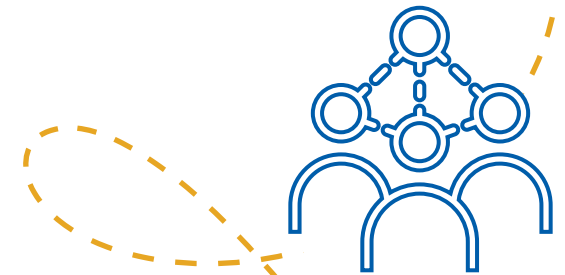
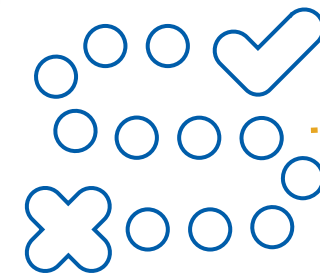
## 8. Success needs nurturing

It is important to keep in mind that success is a shifting plane, not an end goal itself. Succeeding and being successful are two different things. While about two percent of the population are goal setters, the other 98 percent are problem solvers. However, goals are an important part of moving forward—they provide the traction needed to progress. These goals can be large or small, but without them, it is easy to become too comfortable and stop moving. Successful people set goals and adjust their goals as needed, so they are aligned with their ever-changing success.



## 9. The formula for success

In the end, there is a distinct formula that can be used to understand success and what certain people do differently that helps them land on top. This formula is comprised of goals, the top 10 behaviors, and using the optimal Key Performance Indicators. In other words, those who are going to succeed will set the needed goals, understand the behaviors necessary to help them achieve those objectives, and be able to measure their progress and behaviors. People can potentially use this formula to find success in nearly any endeavor.



Those who are successful have carefully balanced a scale of psychological elements and behavioral elements. These individuals not only understand the 'why' behind their actions, but they grasp what they need to accomplish and how to execute accordingly. Those who are unable to move beyond mediocrity find themselves focusing on one element or the other, but they struggle to bring them together. Successful people are able to so keenly fuse the psychological and behavioral elements together are able to use these cornerstones to build themselves up professionally and personally.

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