

**ENTREPRENEURS AND LEADERS
HANDBOOK**

DESTINY

OF THE 3RD MILLENNIUM

DR PETER J DANIELS



PRIVATE AND CONFIDENTIAL



WORLD CENTRE FOR ENTREPRENEURIAL STUDIES

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World Centre for Entrepreneurial Studies Foundation International Building, Lini Highway,
Port Vila Vanuatu, South West Pacific

Telephone : (678) 23667

Facsimile: (678) 22884

Email: admin@wces.com.au

Web: www.wces.com.vu

To contact the author (Dr Peter J Daniels)

Telephone: + 61 8 8536 4 100 Facsimile: +61 8 8536 4777

Email: peterdaniels@peterdanielsaustralia.com

PO Box 69, Strathalbyn, South Australia 5255, Australia



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Intelligence and learning do not mean that you have the added quality of perception and reason. These two human jewels can only be obtained by pain and experience that has been wrought with the proven element of effective measurable results.

From the author

This special Entrepreneurs/Leaders Handbook has been specifically prepared for you as an extension of the program Destiny of the 3rd Millennium. Many of the principles and formulas will be quite new to you and will stimulate your activities when you refer to it as you have need. My prayer for you is that God may expand your life until your 'destiny' is fulfilled. I am committed to your development.

Dr Peter J Daniels
Founder and President
World Centre for Entrepreneurial Studies

The World Changers' Creed

1. The Dream

The sense of grandeur toward life. For a dream comes through much activity ... and a fool's voice is known by his many words (Ecclesiastes 5 :3).



2. The Vision
The depth, capacity and measurable impact of the dream. Then you scare me with your dreams but you terrify me with your visions (Job 7: 14).
3. The Commitment
The acceptance of pain as a cost towards a benefit. You, therefore, must endure pain as a good soldier of Jesus Christ (2 Timothy 2:2).
4. The Goal
The dedication to think, plan, meditate and learn. I press toward the goal for the prize of the upward call of God in Christ Jesus (Philippians 3: 14).
5. The Mission
The purity, forbearance and fearlessness of character. Write the vision and make it plain on tablets that he may run who reads it (Habakkuk 2:2).
6. The Destiny
The imperative to exchange a life for a moral cause that will endure. He predestined these. He also called: these whom He called these He also justified. and who He justified these He also glorified (Romans 8:30).

Success for a Christian is running the race of life irrespective of obstacles and limitations while recognizing and keeping biblical rules, and that race is for a chosen purpose over a chosen distance for a chosen prize.

Quantifying your success

1. What do you mean - be precise.
2. How much do you want? - you will need to save.
3. How soon do you want it? - you must program it.
4. What are you prepared to trade for it.
5. You must be prepared for hard thinking and hard work.
6. Create a measurable plan with specific timetables.
7. You will need to develop your abilities and have an intense desperation to learn.



8. You cannot do it without risk.
9. You cannot do it without cooperation.
10. You cannot do it without perception.
11. You cannot do it without persuasion.
12. You cannot do it without knowledge or awareness of current and future events.
13. You cannot do it with fear.

The anatomy of an entrepreneur

1 . The Desire

Must be a sense of compulsion. Sense of urgency with a desperation quotient.

2. The Will

An overriding higher calling.

3. The Personality

Getting along with people and ability to handle pressure.

4. The Capacity

To be able to think through and simplify complex problems.

5. The Vehicle

Develop a money machine that can continue unaided but is simple in expression.

6. The Respect and Understanding of Money

Money does not force it seduces. If you cannot or will not save ... The seed of success is not in you.

7. The Timing

Every success and failure has a limited timeframe.

8. The Market

Learn to sell, understand presentation and the law of attraction.

9. The Limits

Exit options. Knowing when to stop. How much is enough.



Christian life distinctives

1. Permanence and fidelity in marriage.
2. Total responsibility for yourself and family's actions.
3. Economic stability, prudence and personal development.
4. Respect, kindness and honesty to all people.
5. Love, teaching, discipline and example to ensure your children's honourable maturity.
6. Actively conscious of your daily and continued Biblical mandate.
7. Development of a dynamic and measurable heritage.

Looking after your greatest assets

1. Family first - create legal protective family trusts.
2. Keep time aside especially for family, and be an example.
3. Have twosome outings.
4. Plan holidays with family.
5. Get rest - beware of fatigue - because it will cause you to make bad decisions.
6. Spend money on your brains - it is the only thing that cannot be taken from you.
7. Build family financial reserves and a moral heritage.
8. Avoid legal confrontations.
9. Get solid insurance.
10. Build a family creed on the basis of faith. discipline. kindness and truth.



Twelve unbreakable laws of success

1. Courage

The more you insulate yourself from risk, the more you insulate yourself from success.

2. The Willingness to Bear Pain

Success hurts at times – tiredness, pressure, criticism, failures, growth.

3. Control

Understanding your own destiny before God. Personal responsibility - you are responsible for you.

4. Attention To Detail

Day to day and moment by moment. Do not be a surface scratcher.

5. Money Sense

Realizing its use and misuse. How to use leverage - giving component in Luke 6:38.

6. Respect For Time

Life's great gift is time. You have all the time you are going to get.

7. Goal Setting

Priorities, vision, dreams, reality. Write it out and carry it always with you.

8. Desperation or Ambition

Measured by the way you go after your goal. If your life depended on it, how would you respond? It does!

9. Follow Through

Finish the job. Thoroughness, habit-force, count the cost do not play useless mental games with yourself or others.

10. Discipline

Personal accountability. Self-integrity produces self-esteem. Determination produces character.

11. Study

Life is a continuous process of learning because life is a continuous process of change! Read behavioural science, history, biographies, conflict, economics and theology.

12. Perception



Relating to the relatable and harmonising with and benefiting from the normally unrelatable to produce new concepts or direction of thought and action.

The power of an idea

It Must Be Practical: Many ideas are theoretical and never stand the test of pragmatism. They don't work be specific and measurable is it economically feasible? It must solve a real problem or definite need.

It Must Have A Purpose: An idea that can enrich all participants it must not empty it must have human and economic substance what form does it take?

It Must Conform To A Plan: Create a plan to build an economic army of men and women that will embrace it globally it has to be marketable.

It Must Be Precise: Is the timing right? Is this an idea whose time has come? Does it have a limited timeframe?

It Must Be Personalized: The individual's dreams and aspirations must be respected and uplifted.

It Must Become Popular: Does it have a multiplication factor? Can it be cloned? It must not power hold over those who embrace it.

It Must Have Permanence: The charter must be clear, the mission firm and the direction must be sure and the people must benefit from its strength. Examine your own track record to justify belief!



Personal requirements for goal setting

The Time Factor

- Your age against the time required for the task.
- The time required to prepare.
- The time reserves available in case of trouble.
- Free time zones for thinking and reflecting.

The Ability Required

- Measured against your present knowledge position.
- Quantify your total ability requirements.
- Evaluate your knowledge absorption rate.
- Execute study and fact finding to guarantee direction.

The Drive By The Participant

- Integrity gives energy.
- Beware of body fatigue.
- Commitment gives drive.
- Look out for false body signals.
- Good plans give good cause to finish.
- Program. maintain and upgrade physical fitness.

The Opportunities or Opposition Presented

- Ideas create opportunity and opposition.
- Attitude changes opposition.
- Do not promote opposition by your attitude, plans or timing.



How to create a mission statement

Do you know what you want to achieve? Knowing is 75% of its fulfilment. Can you give an impact reason why? Why will it impact, how can it impact? Where will it impact, when will it impact? How long will the impact last? Will the impact totally satisfy you?

Are there any limiting factors? What personal and material tools do you need to get the job done? Education, skills, positioning, influence, money.

Do you see any possible exit points? What if: The job gets done by someone else, or the original goal is no longer valid, or your needs and desires can no longer be met by these means.

How big do you want it in measurable terms? Are there some time partitions of crucial importance? What specific payments are you prepared to make in time, talent and treasure? Will it satisfy your inner yearnings? At what time will it terminate without your continued Input?

How to measure each daily performance by mathematics

Simplicity	25%
Organized	
Habits	
Clarity	
Space	
Planning	25%
Life = Milestones	



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Structure = Segmentation

Feedback = Curiosity

Daily = Partitioning

Desperation

25%

Intensity = Detail

Urgency = Speed

Commitment = Effort

Sacrifice = Courage

Action

25%

Routine

Projects

People

Profits

Total per day 100%

Some simple principles in time management

Create simplistic management and organization structure.

Clarify your present position. What is your definite full and final objective? Who is responsible for the final outcome? Does everyone involved know what to do? Do you reward ideas and success and penalize dullness and incompetence?

Concentrate on essentials and continually be on guard for non-essentials.



Do a commando raid occasionally and seek out the enemy. If you had to remove a staff member or procedure which would you do? And what effect, if any, would it have on profit.

Clarify and adopt an uncluttered lifestyle.

Create some principles on living simply and effectively. Don't get complicated with anything. Phone direct, answer letters direct, say yes or no direct.

Some simple principles in time management...

Apply on occasions the survival kit list.

In a case of war, financial collapse, fire, illness, bereavement, market collapse or embezzlement. How would you retain and improve your lifestyle?

Control your own time zone.

What value do you place on your lifestyle? Would you sell it for that price? Plan out necessary timeframes from outside interference. Plan in your day what you must do. Learn to say no! Make the telephone your convenience. Discourage interruptions.

Evaluate and concentrate on the final destination.

On the right track, At the right speed, with enough force, for a measured reason.

Apply quiet, strong pressure on specific tasks

Create timeframes with specific work to be done with penalties for failure and rewards for results. Don't always be a pressure cooker with people otherwise you' ll burst the pipes.

Get an early start.



Deal with the important before the urgent.

Examine past performances for superfluous involvement

Hindsight can be valuable if acted upon as a point of evaluation. Projected hindsight by imagination to gain the benefit without the pain. Look for new ways of doing things quicker and cheaper. Do away with some items and see if it is noticed.

Choose words carefully and accurately

For specific results choose specific words. Ask for the repeat of the meaning not what was said. Listen for tones as well as words. Get the facts ... ask questions.

Employ and associate with those who are reliable

Don't chase the elusive rainbow watchers and foot draggers! Look for behavioural patterns that ring the alarm. Put a finality quotient on tolerable behaviour. Employ people who are already hard workers and positive.

Some simple principles in time management...

Put equal value to being alone as you do for work

Practice concentrated thought. Reflection and creative thoughts stimulate imagination power.

Create a list of do's and don'ts for life principles

Develop your own living character. Absolutes for what you live or fail by. Turn problems into procedures. Do not pay for the same result twice.

Institute some new habit patterns



Reject past bad habit patterns and create new ones. Accept the discipline and exhilaration of needed change. Design your life on the best you see in others. Do your thinking before you talk (i.e. Don't waste time talking to someone about a project and find yourself defending or changing your mind or explaining your position as you go along).

Confront others and situations promptly

Cut off a small problem before it becomes a tragedy. Isolate a person's job from their personal identity. Differentiate between help and permanent support. Do not be so afraid of failure that you do nothing.

Do not repeat yourself

Get others in the habit of understanding your habits. Do everything well and prevent it from coming loose. That which is continuous or repeatable should be routine.

Follow through to the end

Think through commitments before acceptance. Treat all commitments as moral obligations. Remember the will is the integrity of the soul.

Have a measurement on time and value for everything

Money is just minted personality. If you have enough time you can always earn more money but you cannot buy one more moment of time!

General law of contract

1. Willingness to negotiate.
2. Offer and acceptance.
3. Form or consideration.
4. Contractual capacity of the parties.



5. Reality of consent.
6. Legality of object.

How to handle law and conflict

Law does not necessarily provide justice, it creates a forum for a contest and the best storyteller with supportive, believable evidence wins the lottery. Be aware that there is a natural conflict of interest with every lawyer because there is an obvious economic benefit for him or her, to prolong the struggle. Ask your lawyer for a percentage opinion on a successful conclusion based on similar cases experienced by him/her and on case law. Always get a cost analysis in writing, with steps to be taken and with a limit on variables. Take care when considering no-cost legal TV advertising where you only pay your lawyer if you win. You will generally be responsible for costs awarded against you if you lose. In a major conflict, get three professional opinions, three estimates on cost and compare each one individually against the other two. Best advice is Biblical – Matthew 5:25, reach some type of agreement early.

Understanding banking

How Banking Works

The first thing that you need to understand is that they are there to increase their bottom line. They do not lend money, they provide credit and usually under your guarantee. Always borrow more than you need. Always pay back on time. Put additional borrowed money in a non-associated bank as reserves. Build a personal relationship with each bank manager.

Don't Panic Under Crisis

Remember that banking is like any other business – they will negotiate.



Keep Some Assets In Reserve

In case of failure always leave room for the restructuring of your life. Bear in mind that banks guarantee nothing!

Create a full business plan with the following items

1. The size of the market.
2. The size of your target market.
3. The method of marketing.
4. The quality of the competition.
5. The gross net and variables of costs.
6. The estimated timing of events.
7. The in-house management procedures.
8. The profit anticipated.
9. Your relative proven past experience.
10. Your exit options
11. Limiting factors
12. The cash required.

Starting and running a business

1. Beware that the rules change continually.
2. You must accept total personal responsibility for whatever happens.
3. Make sure you pay yourself regularly.
4. Work always on the basis of minimal debt.
5. Keep to sensible deadlines.



6. Never kid yourself - check your emotions regularly.
7. Pick responsible, capable staff, pay them well, expect and only tolerate excellence and make no rash promises you may find difficult to keep as markets, laws, profits and circumstances change.
8. Never surrender your authority.
9. Attack problems quickly.
10. Push - Push - Push opportunities.
11. Don't believe everything you are told.
12. Don 't expect unless you inspect.
13. Make suppliers pay for their own mistakes.
14. Apologize quickly and fully when you are wrong and send a nice gift.
15. Do not have your design names, business names, warehousing, stock and office furniture all under the same legal entity.
16. Be careful! Do not let anyone litigate their way into your business.
17. Hire slowly and fire promptly.
18. Give warnings and don 't back down and make the reasons clear!
19. Beware of honest fools - they can cost you more than capable crooks.

Understanding advertising

1. Beware of building an advertising program around someone other than yourself and then have that person or entity hold you to bargaining ransom.
2. Up to 80% of advertising money does not result in a sale.
3. Be careful of ego runaway.
4. Make sure the product is readily available.
5. Send a clear message to the customer.
6. Co-ordinate signs, newspaper and TV advertisements.
7. Obtain customer feedback.
8. Beware of advertising gurus who want to spend your money without guarantees.
9. Budget advertising in money. time and procedure.



10. If it is not providing a profit, stop!

Selling

The Product - 3 Principles: Performance. Price. Payment.

The Salesperson - 3 Principles: Personality. Persistence. Persuasion.

Keys to selling

1. Evaluate the purchaser Do they need it? Will it help them? Can they pay?
2. The primary purpose of a buyer is to create a profit, solve a problem or avoid a loss. Does the person you are talking to have the power to buy?
3. Are there some intangible benefits? Deliveries - Guarantees - Maintenance - Finance?
4. Can you give some supportive evidence? Satisfied customers - Number sold
5. Study and practice your presentation.
6. Ask the questions and maintain control.
7. Understand the simple basics – Selling is telling the truth attractively and convincingly.
8. Ask for the order.

Negotiating your way to success

What am I trading?

What am I forfeiting?

What are the uncertainties?

What are the guarantees or penalties?



What is the term?

What could cause failure?

Can I fully perform?

Can they fully perform?

What are the buffer zones?

What if we underestimate?

What if we overestimate?

Can costs expand?

Can the percentages decrease?

Are there any exit points?

Are there any conditions of mutual withdrawal?

Are there any outside influences?

Who exactly is in charge?

What are the ongoing obligations?

Are there any upper or lower limits?

Are the personalities involved permanently committed?

Are all points of concern agreed, written, dated, signed and witnessed?



Decision-makers index

Direct decision

Relates only to key aspects

The closed shop decision

I have made up my mind and do not want facts

The conditional decision

The 'Quid Pro Quo'

The open door decision

I will listen to anything

The moving decision

Whatever happens, let's go

The option decision

Several choices with relative results

The show me first decision

Proof before progress

The long-term decision

Patience, planning and persistence

Vacillating decision

Deciding to decide

Quantitative decision

Small, medium or large



How to make a decision

1. Establish the required objective.
2. Isolate conversation to that which only directly relates to an answer.
3. Clarify and put on paper the essential components involved in the decision.
4. Remove from the decision essential components that effect 15% of the overall impact to your decision.
5. Concentrate, concentrate, concentrate on the remaining elements.
6. Make a decision commitment on the basis of subconscious and conscious responses after a time of reflection.
7. It has been proven that successful people make decisions quickly and change them rarely.
8. It is a fact that unsuccessful people make decisions slowly and change them often. Don't let the dissenters be the deciders!

Franchising

1. Is it well established - 10 years or over?
2. Recently established?
3. Is it in decline - or has it run its course?
4. Is there any entrance or training fees?
5. Is Head Office providing ongoing support?
6. Are there any loans or advances available?
7. What is the percentage of a net or gross profits to Head Office?
8. Is there a financial budget with franchise input on advertising?
9. Do they have a franchise advisory board?
10. How is assessment carried out on the selection of location or territory?



11. Is there a support system for a failed or difficult franchise?
12. Make sure that all promises made in writing with penalties both ways?

Buying a business

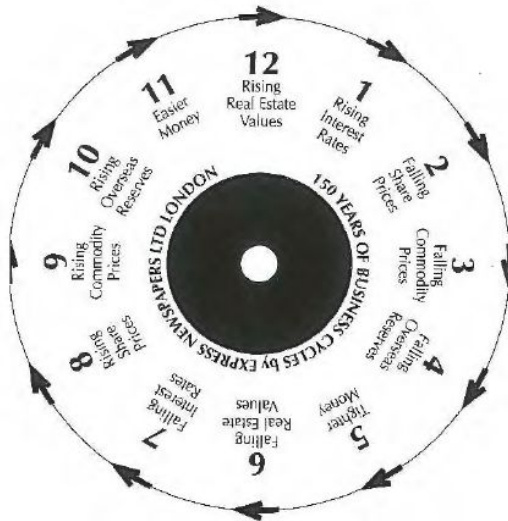
1. Beware of the goodwill mystique ... obviously, if a company has a brand name that is well established then keep it Caveat Emptor - 'Let the Buyer Beware'.
2. Clarify the business type, i.e. Is it a semiautomatic money machine, or a hands-on type, or a mixture.
3. Put emotions and relationships aside. Voltaire said 'emotion is the enemy of reason'.
4. Get all points of agreement down on paper.
5. Keep a logbook on all purchasing discussions and make sure you have dates, times, locations and names of other personnel present in case of disputes.
6. Build in the body of the contract, performance figures with penalties and any other obligations and commitments against the final contractual payments.
7. Retain in the contract the seller's ongoing working commitment for a period. with the option to terminate it at any time.
8. Get experienced advice and be prepared to pay for it.
9. Make sure you are not paying for a temporary boom period or buying before a market or economic downturn.
10. Be sure you have the will, ability, people skills and work ethic to succeed.



Choosing a multi-level marketing system without sacrificing your family or church

1. What is the clearly defined territory?
2. Evaluate the size of the market availability?
3. How many sales personnel are proposed for the sales area, including those already involved?
4. Are there any area restrictions by law?
5. Do they have an entrance and follow up training program – and at what cost to you?
6. Can they give you average earnings over a six-month timeframe on entering?
7. How are leads and advertising dispersed?
8. Will they provide you with a list of successful and unsuccessful participants?
9. Are all verbal discussion commitments in written form?
10. Is there a 'Quid Pro Quo' on their commitments to you against what they want you to commit and are there penalties exercisable for non-compliance both ways?
11. What is their annual percentage fall out rate?
12. Be aware that MLM is an artificial love machine that will diminish relative to your real growth and is dependent on the purchasing and recruiting level of the participant.

Understanding business cycles



ANALYSIS OF 150 YEARS OF BUSINESS CYCLES BY
EXPRESS NEWSPAPERS LTD., LONDON
REPRODUCED BY SPECIAL PERMISSION AND EXCLUSIVE TO
THE WORLD CENTRE OF ENTREPRENEURIAL STUDIES.

Success advice and principles for achieving your dreams

Success is acceptance of yourself. Appreciating your position in life and not wallowing in despair of your misfortunes and lack of talent, is the first step toward leading a successful and productive life. You can rise above everything if you believe in yourself. Success is having consistent work habits. Make a routine of listing all necessary requirements to complete your given task and leave plenty of time for dreaming, negotiating, and grasping new opportunities. One of the great keys of success is to develop habit force, which means that many essentials are just done by good habit procedure.



Success is having the resilience to rise again and again from defeat. Some people stay in the timid waters of mediocrity because they have had one or two failures. If you study the lives of successful people, you will find that many of them failed several times before finally gaining success and so can you.

Success is not blaming other people for your problems. Accepting responsibility for your own problems is the first sign of a healthy mind. Take care, for the insignificant person inside of you has the potential to achieve greatness.

Success is understanding that time is your most valuable possession. Time is the stuff that life is made of. You can always make more money, but you cannot make one more moment of time. Take time out to play, to be with your family and to enjoy life. Waste not one moment of it is irreplaceable.

Success is learning to speak on your feet coherently. You may only get one or two major opportunities in your life to address a large crowd or a major television audience. Remember the words of Abraham Lincoln. "I will study. I will prepare and my opportunity will come." You should practice, practice, practice public speaking until you perfect it and can speak confidently anywhere. at any time. under any circumstance. It will be one of your greatest assets.

Success is created by recognizing, accepting, and using worthy opportunities to their fullest extent. Many people do not recognize opportunities when they are presented to them and if they do, they respond tentatively, not fully developing those opportunities. To be successful means using every attribute, to the fullest, that you possess.

Success is understanding that procrastination is trying to avoid life. Mastery over procrastination is the first tool of leadership, whether it be economic, spiritual or military. When there is nothing to lose and everything to gain by trying, by all means try! Procrastination is full of regrets and good intentions. Conquer it and you will out-distance all else.



Success is understanding there is nothing as permanent as change. All records will be broken, all limits will be surpassed, all normality will be extended. This is called progress. People will always push themselves to the heights of their dreams and aspirations and so can you!

Success is understanding that every mistake has its own penalty, and every success has an inbuilt reward. Some people go through life making repetitive mistakes and wonder why, at the end of their life, they have not made their mark on the world or achieved success. Learning from mistakes is smart.

Success is understanding that life is choices, not chances. Bad choices produce a bad lifestyle and failure. Look at your past choices and ask yourself. "Had I made a different choice, would I be better off today?" The answer will probably be 'Yes'.

Success is understanding that invariably truth is the first casualty in all conflicts, but in the end, its incorruptible force will stand supreme. Truth is incontrovertible. It can stand up to all onslaughts and criticism and finally will rise supreme at every conflict.

Success is having an urgency factor. Most people get along by going along. Realize that opportunities are often like slippery fish they can slip out of your hands and be gone forever. An urgency factor is necessary to succeed, to grasp the opportunity at hand and to make the most of it.

Success is having the power to absorb information. Many people go through a lifetime saying they cannot read, they cannot remember and they cannot absorb. But information is very similar to physical fitness. If you were to begin doing push-ups, you may only be able to do a few. However, with practice, you would gain strength. The mind is like a muscle and can be developed. Regular reading brushes away the cobwebs and develops the mind. Success is understanding that without a vigorous spirit, the dream will not come to fruition. Look around you and you will find many people with similar attributes but only one will stand alone because of the spirit within. This dynamic spirit can be developed because of a dream and when that dream is passed on to a clear vision that can be seen and you are prepared to trade your life for it, the dynamics in your spirit will respond.



Success is creating checkpoints that are realistic. Have date, times, and measurements for achievement as checkpoints to know how far you've come and how far you have to go. Without that, you are merely playing games with hope. but without facts.

Success is focusing on one single target for victory. Many people try to succeed by doing several things at once. They work on one project, only partially committed and then they try to do something else that is alien to the original concept. If you want to succeed, give one thing everything you've got.

Success is adopting priority economics. Do things in order of their importance, not in order of demand. Concentrate on that which responds to your economic future, rather than that which can be wasted and squandered. Too often work is programmed toward fantasy rather than reality.

Success is understanding that your darkest hour may have within it your brightest hope. Success is often lost because defeat is accepted much too early. Yet, even in defeat if you face it with a positive mental attitude, full of optimism and hope, you may see a new light that will lead to far greener pastures and be even better than what you had hoped for.

Success is understanding that motivation always comes with a sense of the future. Talking about and regurgitating the past rarely helps the future. You can always identify people who have lost their hope. They are always discussing what could have been or what was. Success is a growing thing in the now and in the future.

Success is understanding how much of yourself you are prepared to give. Productivity is inseparably tied to purity. Be honest with yourself, dedicated to the task at hand, and give it everything you've got. Withholding your best, or reluctance in performance will never seize the prize.

Success is understanding that theorists suggest and pragmatists do. I have met people in all walks of life who put things on paper, suggest what they are going to do, write great plans,



and talk philosophy, but they never get from the paper to the road. Be a pragmatist and get things done.

Success is not being threatened by others. Some people waste a lot of time trying to outmanoeuvre others, placing obstacles in their way and whispering behind their backs. In the long run, the easiest and most beneficial thing to do is to out-distance everyone else.

Success is understanding that any fool can beat mediocrity. Average is not for the high achiever and should not be part of their vocabulary. The world would abruptly stop if we had average doctors, average engineers and average aeroplane mechanics. Always try to be the best you can possibly be, then beat it.

Success is understanding that life is attitude. Attitude is more important than facts, more important than positioning, and more relevant than circumstances. With the right attitude even in the wrong situation all will be well. Always look at difficulties with a positive expectancy seeking, expecting, and striving for the best to come out of every situation. Develop an inspirational dissatisfaction.

Success is making decisions quickly and changing them rarely. When you do not make a decision you have, in a sense, decided not to decide and have left everything to circumstance. It is a convenient way to place blame for failures on the breaks of life, but it is not practical for a person seeking success.

Success is understanding that high achievers plan long and keep short accounts with their own ability. Monitoring and comparing your ability with last year, five years and ten years ago will give you an idea of how you have progressed or remained dormant. Write your abilities down regularly, assess them without pseudo-rationale and monitor your own achievement quotient.

Success is understanding that when others set your goals, it destroys your personal accountability. Do not be a slave to someone else's predictions or programs. It is your life. You are responsible for it and must not be manipulated by people or events. Be accountable and set your own goals. Watch out for having goals that conflict with one another.



Success is understanding that you are the carrier of dreams, dreams you are responsible to fulfill. Dreams don't work unless you do. The dreams you have must not be dependent upon someone else but must be fully dependent upon you. Do not expect others to subsidize your dream or pave the way for your dreams to come true. If God gave you the dream. He meant for you to pursue it.

Success is being in the position to help and influence others in a positive way because of your achievements. Some people spend their lives trying to help others while forgetting to help themselves. You are a better help to others when you have achieved because you know how to help people. You know what works and what does not. Scrutinize your own life first, make your own life a success and then pass your wisdom on to others.

Success is having confidence as a result of overpreparing. By preparing more than you need, you will have the mental and factual reserves to combat anything that is thrust upon you. It will also tell those you are dealing with that you are a serious and worthy contender. Always under-commit and over-perform.

Success is realizing that discipline will dispel fear and timidity. Even mediocre talent and ability can be harnessed together with discipline. Geniuses fall by the wayside because of the lack of it. Great heroes and achievers, past and present have held discipline high on the altar of achievement.

Success is understanding that we can all overcome rejection and become stronger in spite of it. Never allow anyone to presume against you and make predictions about your life. A rejection against you is another person's opinion. Even IQ tests only tell you where you are they don't tell you how far you can go.

Success is the willingness to bear pain. I said, bear pain, not be a pain. Understand that pain is weakness escaping. Everyone has the ability to bear pain, but do they have the willingness to endure it for a higher benefit?



Success is believing that anything can be done by somebody. Why not you? There has never been a person, living or dead, that has every attribute for success. You are as well-equipped as anyone else. Stop asking why someone else has achieved, and ask yourself the question, 'Why not me?' Then be prepared to pay the price. You will be surprised at how you will grow to meet the challenge.

Success is understanding that lack of education does not prevent you from success lack of vision does. Many people of low or modest education have risen above their circumstances and achieved remarkable success. The reason is they were visionaries. They saw what other people could not see and could not understand. Be a visionary and achieve greatness. The human spirit defies limitations.

Success is understanding that negativity always binds the receiver and gives control to the sender. Don't spend unnecessary time thinking about and dissecting negative comments. Once a negative comment is given by the sender, they generally forget about it. while the receiver is bound by the negativity. Break the chains and ignore negativity.

Success is understanding that fear kills confidence. The path of failure is filled with fear. yet you cannot produce one ounce of it for the eye to see or the hand to touch. Treat fear as a challenge! Combat it with every ounce of strength you have and you will find that it will flee from you.

Success is understanding that a strong ego is not wrong, but a weak ego or an ego out of control is. The ego is part of the personality and the human psyche. It is not meant to be crushed; it is meant to be redeemed. If it is harnessed with two indispensable principles truth and ability it can be a powerful force for achievement and good.

Success is understanding that stress and pressure test your ethics. Problems are always magnified under pressure. Retaining your dignity in difficult situations illustrates who you are and what real abilities you have. It is easy to be ethical while things are running smoothly, but when the heat is on, a person's real integrity is tested.



Success is never accepting that you are in a non-negotiating situation. If you use your imagination and keep a positive mental attitude, you can develop a power position in any situation even if it seems hopeless. Be creative, suggest options and realize that every small problem you solve reduces the whole. Be innovative in your thinking and remind yourself that time can be your best or worst component.

Success is being careful of advice received from family or friends who do not understand the climate and complexities of a difficult situation. When acting upon advice given by others, evaluate the success they have had in their own lives and what advantage or disadvantage they have in giving you information. All too often we accept advice from people who love us, whether the advice is beneficial or not.

Success is understanding that nobody can get into your mind and body and act it out for you. Relationships with successful people and great motivators can give you inspiration, but nobody can do for you what you can already do for yourself. Don't expect others to babysit or nurse you. Make your own way in life.

Success is writing the worst known facts and fears of a difficult situation down on paper and then taking control of them. Too often we allow rumours, perception, hearsay and possibilities to bind us in a difficult situation. Always look at the facts. dissect them and test them. Then cut the fetters from your mind, allowing it to glide as it is divinely designed to do.

Success is not confusing activity with productivity. We can go into a busy office and see people diligently working, others taking bulging briefcases home with them, some making business calls from their cars and many hurrying to meet deadlines. But remember: all that really counts is results. Get the job done and do not be persuaded or intimidated by too much activity which can often be a smokescreen for confusion.

Success is understanding the only real measure of value is permanence. All of us should leave a heritage for those coming after us. Most of our goals are in ten or twenty-year terms, when in fact we could do something that would last a hundred years after we have



gone. Why not think big and leave a mark for those who follow? That is the true measure of value.

Success is understanding that wealth is not a thing, it is a thought. Money is minted personality. People who have it usually have an entirely different mindset from those who do not. The basic necessities of life, food and shelter, are met early as those with a stronger mindset look toward bigger and brighter horizons.

Success is understanding the cost and benefit ratio. Every benefit has a cost. but not every cost has a benefit. Sometimes we spend enormous amounts of energy and money toward goals that do not have a benefit for anyone. Make sure that there is a benefit for every cost. Otherwise, you are wasting large portions of your life and will only be met with disappointment.

Success is not allowing the world to cookie cut you. Most people feel comfortable with others who look, sound, walk and behave like themselves. Thus, we endeavour to make everyone the same. Cookie cutters are rigid and inflexible. Cookie cutters cut out everything at the same size. Cookie cutters have a predetermined pattern. Break away from the cookie cutter syndrome. Be unique and allow God to use you in a unique way.

Success is preparing to accept immediate deprivation in exchange for future gratification. Success is not always immediate. Sometimes it takes years to become successful in a chosen field. Long years of deprivation are often required to obtain future success. Be prepared to persevere today in order to receive success tomorrow.

Success is keeping your eyes on results. Losers are always looking for excuses. Unsuccessful people never look past the cost, the disciplines or the possible loss when trying to make headway in life. Winners keep their eye on the results and are prepared to pay the price, take the risk and enjoy the benefits.

Success is realizing that loneliness is part of leadership. Leadership is always balanced in the latitude of loneliness – loneliness because of misunderstanding, loneliness because



others do not think on the same wavelength, loneliness because of the envy of others. Success in any field is usually accompanied by loneliness.

Success is understanding that the mission is the ethics and mechanics of the journey. While focusing on a long-term goal, we tend to forget that we need a mission to reach that goal. The mission is the morality and the working commitment to the journey. Without it, you'll never reach the goal.

Success is being mentally accurate and objectionably urgent in all your deliberations. The higher echelons of life are not achieved by a lucky break or by chance but are pursued and obtained by those who are alert, capable and energetic.

Success is recognizing the strengths and weaknesses of your personality. Conduct a simple personal analysis on your strengths and your weaknesses. Have your closest friend judge its accuracy. Work on your weaknesses to make them stronger and use your strengths to do better. Success is seeing the dynamic response of setting and achieving goals.

1. Define your goal.
2. Develop a mission statement.
3. Plan out your problems.
4. Build in reserves.
5. Relate everything to timeframes.
6. Create a workable master plan to get the job done.
7. Put it into action immediately.

Success is using every moment of time. Do not allow waiting time to be wasted time. When you are in a difficult situation, the natural thing to do is to wait until the crisis is over before preparing for the future. Do the opposite. Prepare for the future while your brain juices are percolating, rather than waiting for your brain to slow down to the rest position.

Success is adaptation to change. There is nothing as permanent as change. Being able to benefit from changing circumstances ensures success. Very often it is better to change with the circumstances, rather than try to change the circumstances.



Success is understanding that if you are not moving ahead, you are going backwards. The status quo is no place for the person aspiring to success. Even while waiting you can be growing, learning and preparing for the future. The biggest challenge mankind has, is coming to grips with the confusion and contradictions from within.

Success is understanding that faith turns weaknesses into strengths. The Bible says faith is the substance of things hoped for and the evidence of things not seen. Faith in God always gives confidence and strength in times of trouble. It also provides a moral compass when facing uncertainty. Success is knowing your exit options. In any endeavour, remember that there are further opportunities down the road. Always have your exit options planned in case you want to move on to something that is more challenging or rewarding.

Success is understanding that entrepreneurs are the lifeblood of a country. A government makes a country stable by providing laws that entrepreneurs can work within. It is the entrepreneurial spirit that, when fully developed, gives a country greatness and prosperity by lifting the living standard of its people. So why don't you become one of this rare breed?

Success is having a sense of grandeur towards life. Consider your life a great gift from God to do, to create and to be all that you want to be. God never intended you to be a robot and is committed to your development. Grasp life with both hands and give it all you've got.