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CHOOSE SUCCESS™

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LEADERS & SUCCESS

IBD'S 10 SECRETS TO SUCCESS

Investor's Business Daily has spent years analyzing leaders and successful people in all walks of life. Most have 10 traits that, when combined, can turn dreams into reality. Each day, we highlight one.

- 1 **HOW YOU THINK IS EVERYTHING:** Always be positive. Think success, not failure. Beware of a negative environment.
- 2 **DECIDE UPON YOUR TRUE DREAMS AND GOALS:** Write down your specific goals and develop a plan to reach them.
- 3 **TAKE ACTION:** Goals are nothing without action. Don't be afraid to get started. Just do it.
- 4 **NEVER STOP LEARNING:** Go back to school or read books. Get training and acquire skills.
- 5 **BE PERSISTENT AND WORK HARD:** Success is a marathon, not a sprint. Never give up.
- 6 **LEARN TO ANALYZE DETAILS:** Get all the facts, all the input. Learn from your mistakes.
- 7 **FOCUS YOUR TIME AND MONEY:** Don't let other people or things distract you.
- 8 **DON'T BE AFRAID TO INNOVATE; BE DIFFERENT:** Following the herd is a sure way to mediocrity.
- 9 **DEAL AND COMMUNICATE WITH PEOPLE EFFECTIVELY:** No person is an island. Learn to understand and motivate others.
- 10 **BE HONEST AND DEPENDABLE; TAKE RESPONSIBILITY:** Otherwise, Nos. 1-9 won't matter.

Look Back, Then Ahead

2 Before you begin setting goals for the New Year, find a quiet place to sit, reflect on and write about what you did — and didn't — achieve, learn or become in 2001.

The Trilogy Coaching Institute, a Laguna Beach, Calif.-based company that works with entrepreneurs and corporations on goal-setting and other performance issues, suggests you consider the following statements and fill in the blanks for yourself as you look back:

■ I learned (fill in the blank) this past year. Did you learn a new career skill, or did you learn (as we all should) that taking care of yourself is paramount to your success in other areas of life? Whatever you learned, write it down.

■ I am thrilled that I achieved (fill in the blank). Did you train for and complete a marathon, get promoted or pay off the second mortgage on your house? Write down all of your accomplishments, big and small, and celebrate them.

■ I am now someone who is/does (fill in the blank). Thanks to last year's resolutions, you might now be physically fit, president of the company or someone who says "no" when her schedule is full.

■ Although I wanted to get (fill in the blank) done this year and I didn't, I can let go of it now without guilt or regrets.

■ For the times that I was/wasn't (fill in the blank), I forgive myself. Attributes to consider here include: impatient, forgiving, arrogant, caring, hard-working or honest.

■ This past year, it was really fun to (fill in the blank). Did you take up a new hobby, like water-skiing, sky-diving or jogging? Perhaps you made time every week to do something special with your family, like

biking together, seeing a movie or playing a board game? Fill in the blank and pat yourself on the back for having fun!

After you complete this list, look ahead to the coming year and think carefully about what you'd like to achieve, become, have, do or stop doing.

Ask yourself:

■ What risks am I running by going along just as I have been? Gary Ryan Blair, a Palm Harbor, Fla.-based entrepreneur and author of several books on goal setting, suggests starting with that.

For example, if you're overweight and not committed to changing that, you're risking your health and setting yourself up for back pain, heart disease — and worse.

■ In what direction do I want to take things I'm already doing? What would you like to master, expand, eliminate, maintain, specialize in, delegate or publicize? asks Trilogy.

■ How do I want to spend my time? Are you aspiring to be a writer, a triathlete, a business owner, a parent or an expert gardener? Whatever you want to do, write it down, says Trilogy. It's the first step to making it happen.

Once you've completed your list of resolutions, you should go back through the list and get rid of all the "shoulds." Then get rid of anything that keeps reappearing on your lists, Trilogy notes. Resolutions you make year after year and fail to keep demoralize you and devalue your list. Let them go.

Above all, says Blair, believe in your ability to make changes in your life and reach your goals. It'll help you stay the course and give you something truly wonderful to celebrate on New Year's Eve 2002-03.

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