

business strategy 101

Steve Siebold

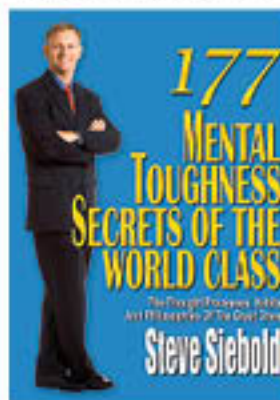


Steve Siebold has studied and coached top performers for over 30 years. A former professional athlete, he is a psychological performance and mental toughness coach, and author of, *177 Mental Toughness Secrets of The World Class*. Steve says success comes down to 10 ways of taking on life and managing time. His clients include Johnson & Johnson, Toyota, and Procter & Gamble. He has written five books, two are best sellers with 130,000 copies in print. His national TV show, *Mental Toughness with Steve Siebold*, won a Telly Award for best best motivational show. He appears on Good Morning America, ABC News, FOX Business Network, BBC in Europe, NBC Australia, and dozens of others. mentaltoughnesssecrets.com

10 Secrets of Top Performers to Better Manage Time

Have you ever felt as if there's too much going on? Not enough hours in the day? Can't find the time between the kids, work and other commitments? How do successful people with more on their plates than us manage to conquer the world, and do it with ease? Use these 10 tips to increase success.

- 1 Keep things in perspective:** Most crack under pressure because they lose perspective. Fear of "losing" overwhelms us to physical, emotional and spiritual breakdown. List three events that stress you on a regular basis. How can you put these things into perspective, to reduce or eliminate stress?
- 2 Compartmentalize:** Some of us get bogged down in details. Others manage, solve multiple problems and maintain emotional control. Success is about compartmentalizing problems by focusing on one at a time. While most people multi-task — the great ones focus.
- 3 Escape excessive cognition:** The enemy of creativity and clarity is excessive cognition — too many thoughts to process at the same time. Take time to be alone with your thoughts. Solitude rests the mind keeping it fresh and able to focus. The greatest asset you can give yourself is the ability to think with a clear mind.
- 4 Master Follow Up:** We over-promise and under-deliver. We have good intentions, but we're forgetful because we have too much to think about. Use a pen/paper or make notes on your Smartphone of things you say you're going to do. Follow-through inspires confidence and fosters trust.
- 5 Don't be led by the approval of others:** Many people value the opinions of others over their own. It's called conformity. It zaps energy. Next time you wonder 'what if' people won't agree or won't like you, reframe the question: So what if they don't? What's the worst that will happen?
- 6 Learn to say 'No':** if you're a 'YES' person always agreeing to help with your time — it takes away from other things you could be doing. Help others, but it's acceptable to say 'NO' as well. People won't dislike you or stop being your friend because you say "NO". Time is your most valuable resource.
- 7 Develop a world-class work ethic:** When it comes to getting results, most people produce average results just to get by. They worry about time, but the reality is they have more time than they realize if they stop meaningless activities: TV, Facebook etc. Whether business or personal, develop a work ethic of GSD (Get Stuff Done) and watch productivity and results go through the roof.
- 8 Be future oriented:** Dreaming of the good ole' days won't get things done. What is significant about the past is how it affects the present and future. Stop looking in the rearview mirror wishing things were different. Don't play the victim game. Focus on here and now.
- 9 Develop a sense of urgency:** Some operate as if there is an endless amount of time in a day, week, month, year, life... and constantly procrastinate. Be more productive by becoming more sensitive to time. Go after things with a sense of urgency as if there's no tomorrow.
- 10 Become a problem solver:** People who do it all are focused on solving problems. They don't worry about being recognized or given credit for what they accomplish. Drop your ego. Ask for help if you have too much on your plate. Learn to delegate. There is no shame in turning to others for help. ■



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