



### Seven Principles of Success

Success: A definition: "The progressive realization of any worthwhile dream or goal" - D. Yeager.  
As a foundation for success, the following two elements are important.

A Dream: Necessary, if you are to arrive successfully at a destination or goal, you need to know what you want for your life.

A Goal: Actions with desired outcomes that are measurable. A compelling dream with an action plan to achieve. Without goals a dream is only a fantasy. "Most people don't plan to fail, they just fail to plan" - Peter Drucker.

The following seven principles are essential to achieving success:

1. Attitude: Think and speak in terms of solutions, not problems.  
Think and act in terms of challenges, not obstacles.  
Be an uplifting force in your environment - be positive.  
Its easy to be negative, that's why so many people are.  
Accept the challenge to look at the good side and be excited about the possibilities.
2. Self-Management: This includes being organized, effective, efficient and a self-starter (initiative).
3. Effort: Nothing worthwhile is ever accomplished without effort. Before reward, there is effort.  
Success is merely hard work in disguise, it is not just a decision.  
"If you want something you've never had before, you're going to have to do something you've never done before" - unknown.  
"If you want to leave your footprints in the sand of time, you better be wearing workboots"- unknown.
4. Persistence: "Nothing in the world can take the place of persistence and determination.  
Talent and education will not suffice. Persistence and determination always have solved, and always will solve, the world's problems" - Calvin Coolidge.  
"Never, never, never give up" - Winston Churchill.  
You can't fail if you don't quit (think about it). Time is not a factor of success.
5. Knowledge: Knowledge of your profession and its many aspects is an essential part of establishing credibility with your subordinates, peers, supervisors, professional colleagues and clients.  
Life should be a journey of learning experiences.  
Education is a lifelong process. The person who doesn't read is no better off than the person who can't.
6. Association: We are a product of the people we associate with and the books we read. Seek to become a "mirror-image" of the qualities you admire and respect in others.
7. Flexibility: Be willing to adjust your plans to accommodate and respond quickly to changes and opportunities.  
Life is always in motion, it's never stagnant. The world we live in, and our own lives, are either growing or diminishing.  
The rate of change in the world is accelerating every day. We need to be flexible so we can grow each day so can maintain our status mentally, emotionally, spiritually and socially .

Warren Benis has said: "The ladder to success has but four rungs on it".

1. Dedication - Commitment
2. Attitude - Positive Thinking
3. Discipline - Consistency
4. Determination - Never Give Up

As you master each of these principles, you will experience greater success.