



MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES
MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

Will@PS-MCG.com Jay@PS-MCG.com

ISSUE 40

562-577-7000

Attitude

In this message we are going to revisit that game changer for professionals in both sports and business, the world over. ATTITUDE.



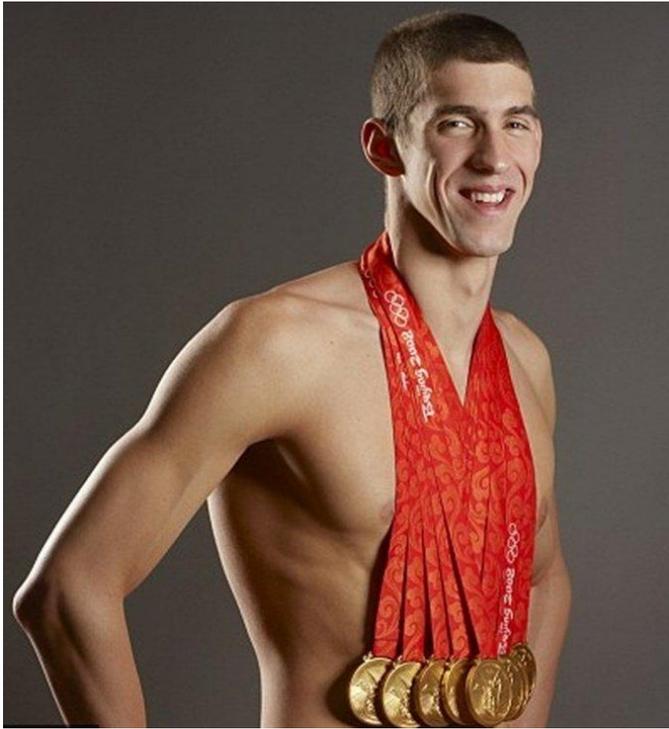
A settled way of thinking or feeling about someone or something, typically one that is reflected in a person's behavior. She took a tough attitude toward other people's indulgences"

Everybody talks about attitude and the word itself has many meanings. It can mean a brash, in your face style of communication or it can mean the way we think about people and activities going on around us. It can also be the way in which we approach the reality of our personal and professional life from one day to the next.

Writer Travis Bradberry *, co-author of the book Emotional Intelligence 2.0, says: *“When it comes to success, it’s easy to think that people blessed with brains are inevitably going to leave the rest of us in the dust. But new research from Stanford University will change your mind (and your attitude). Psychologist Carol Dweck has spent her entire career studying attitude and performance, and her latest study shows that your attitude is a better predictor of your success than your IQ. Dweck found that people’s core attitudes fall into one of two categories: a fixed mindset or a growth mindset. With a fixed mindset, you believe you are who you are and you cannot change. This creates problems when you’re challenged because anything that appears to be more than you can handle is bound to make you feel hopeless and overwhelmed. People with a growth mindset believe that they can improve with effort. They outperform those with a fixed mindset, even when they have a lower IQ, because they embrace challenges, treating them as opportunities to learn something new.”*

* Travis co-wrote the bestselling book [EMOTIONAL INTELLIGENCE 2.0](#) and co-founded [TALENTSMART](#).

We agree with this assessment. A person who thinks s/he can perform in the pursuit of goals is far more likely to achieve those goals (including corporate goals) than a person who depends on an external source of support, resources or tools. Support can include leadership, direction, guidance, advice or suggestion.



We don't need to look much further than the Olympic Games to find astounding examples of this. Just watching these people pull off nearly impossible performances is enough to make us believe in skill more than attitude. But skill alone is not enough. Yes, the skill must be there. Years of practice and preparation are necessary to even compete. But attitude is the catalyst that turns performance into champions. Mr. Bolt wins because he goes to the games intending to win. And now he is called the "fastest man in the world." That's a result of attitude. I'm pretty sure Mr. Phelps can say the same thing about his sport. Does this guy look like someone who hopes the other swimmers are slow that day?

Attitude can turn ordinary contenders into international icons of possibility for millions of young people all looking up to the winners of the world. Movies are made about these champions and with good reason. Everyone loves a winner! We all want to be winners.

The interesting news is that we already are winners. Each one of us has become exactly what we wanted to become based on our thoughts about ourselves every day of our past. Attitude is born of thought coupled with action that produces results. When we view the results we form an attitude about our ability in that pursuit.

On average there are half a dozen different attitude types that can be defined in a well conducted assessment inventory. Such assessments are typically done for corporate teams in order to determine the predictable strength of a team, especially when attempting to predict periodic outcomes in the areas of sales, customer retention or account expansion.

One can be called speculative. Here we find interest in the discovery of truth. This type of person is information driven and likes to have information organized in neat locations for easy reference.



Another can be called practical. This attitude shows an interest in getting something of value in exchange for the time invested. Skills play an important role here as well. One wants to leverage skill sets to achieve measurable results.

The third is more visual. This type of attitude focuses more on accumulating worldly experience. This person likes accord and agreement in personal as well as business interactions. This is the type of person who sees the glass as half empty or half full.



The fourth is more along the lines of community. This attitude supports a peaceful solution to nearly all conflicts where desire and availability are out of sync.

Then we have the more personal ambition type of attitude. People with this attitude attribute success to be the result of leveraging title or rank to impact the participation of others. A strong leader creates strong results. A weak leader does not.

And the sixth type of attitude can be called conservative. This type of person likes a more Zen-like approach to tasks at hand. Everybody ends up happy with hugs all around.

QUOTES ABOUT ATTITUDE



“We are what we pretend to be, so we must be careful about what we pretend to be.”

– **Kurt Vonnegut, Mother Night**

tags: [action](#), [attitude](#), [choice](#), [imagination](#), [inspiration](#), [life](#), [pretend](#)

[14520 likes](#)



“It isn't what you have or who you are or where you are or what you are doing that makes you happy or unhappy. It is what you think about it.”

– **Dale Carnegie, How to Win Friends and Influence People**

tags: [attitude](#), [contentment](#), [happiness](#), [inspirational](#), [life](#)

[5470 likes](#)

If you'd like to know more about attitude check out this excellent slide presentation by Kelley Robertson: <http://www.slideshare.net/FearlessSelling/maintaining-a-winners-attitude-final>

In summary, be careful what you let into your mind from day to day. We become what we think about most. Attitude is not simply mentally manufactured. Attitude is the result of results. We achieve results and recount what led up to that reality. The more we acknowledge our own responsibility for our outcomes the more we improve our attitudes towards future attempts.

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



Will Robertson, Founder / CEO



Jay McDowell, President / MBA

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.