



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES, INC.  
MANAGEMENT CONSULTING GROUP

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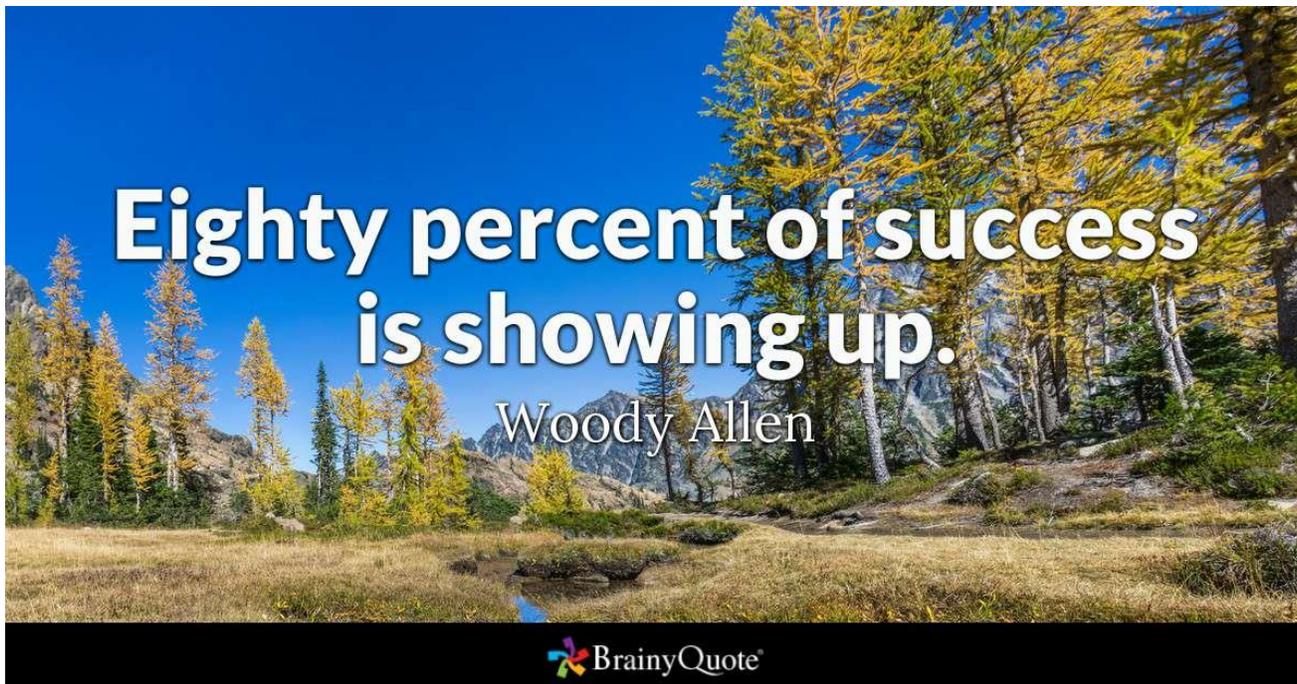
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## Get up, Dress up, Show up!

In a television interview a journalist was having a conversation with Woody Allen. The subject of career success came up as the interviewer asked Allen – “How did you end up in so many movies?” Woody replied that 80% of his success was just showing up. Indeed, Mr. Allen’s body of work is impressive, even in a business where superlatives are a foundation of the entertainment industry.

Let’s remember that Allen is a writer, director and actor. He has been a key figure in 72 feature films including some recent notable releases such as Midnight in Paris, Blue Jasmine and To Rome With Love.

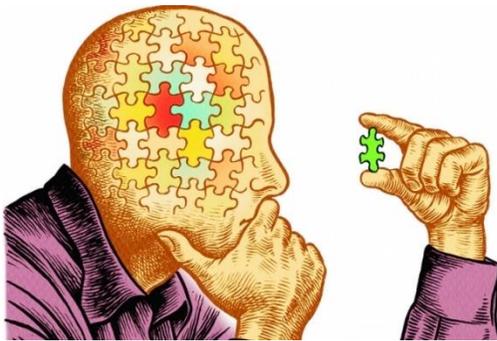


In this edition of The Monday Motivator we’re going to look at 7 secrets of the pros – how to apply GUDUSU to achieve your own success.



Attitude – It is not talent alone that drives success. It's that plus passion matched to action with a plan. This is true for the entertainment industry as well as sports, music, filmmaking and entrepreneurship. Motivational speaker and acclaimed writer Zig Zigler said it best ... “When you wonder why much of your effort seems to be non-productive you probably need a checkup from the neck up!” Attitude is all about how you view the realities going on around you. In most situations, business owners and key leaders must decide what they will allow into their minds every day. If

your goals include business growth, improving revenue numbers, better net profits, lower costs of doing business and perhaps improved customer retention metrics, then it is going to be hard to justify focus on anything other than the steps that will support your efforts to achieve your goals.



What We Think About Most – Another motivational speaker and noted radio personality, Earl Nightingale, created an entire vinyl record (the old 33 RPM type) called “The Strangest Secret.” This is not the book by the same name that was published in the past decade. On this record, he tells us that the “secret” is that we become what we think about most. He says that if you want a glimpse of your future all you need to do is keep track of what you think about day after day. Do this for one week. Make notes in a journal or temporary pocket notebook, then examine the results. What you see in

your summary of thoughts is a preview of your own coming attractions. Change your thoughts and you change your future.



Focus – we have a few dozen distractions every day of our lives. The metrics of our own business, the news (which is seldom positive and uplifting), tasks, time management, goal setting, accountability and that computer screen or phone screen. In **Deep Work**, author Cal Newport addresses the increasingly important topic of focus. Learning how to do deep work—the ability to focus on a cognitively demanding task without distraction—is the key to producing better results in less time. Newport offers up no-BS advice, suggesting that we should practice being bored and quit social media

altogether (...even if you don't, his argument is worth reading). If you've ever spent a workday in a haze of tweets and emails and wondered what you did all day, this book is for you.



Rear View Mirror – Every human on the planet got to where s/he is by a different path. While it can be insightful to examine the path you took that put you where you are today, it has been shown that there is little useful data there. What counts is where you want to go in the next one year and after that in the next one quarter, then the next one week. To reach your goals you must be looking through the windshield of the vehicle you call your

business. There is very little that is more powerful than a forward-looking business owner working on the goals that will lead to success. Beyond making the same mistake twice, you can't get the traction and momentum you want by focusing on your rear-view mirror, studying where you've been.



**Choose** – Have you ever had an experience where you get in your car and head to a location only to change your mind along the way, change directions and end up somewhere other than where you started to go in the first place? Unless your new destination is tied to the purpose of your stated goals, you've just derailed your efforts due to your choices. We choose nearly everything in our lives. Yes, there are times when it looks otherwise, but in most cases, we make choices from the time we get up to the time we turn in for the night. Do I check my E Mails now or later? Should I work on my book or make sales calls for the next few hours? Should I stay in the office working on my projects or go enjoy a 2-hour lunch with my friend who values my personal opinions? And, there are dozens more choices that either drive us closer to our goals, or further away from them. Time is not replaceable.



**Strategize** – Here we are talking about creating a plan then working the plan you created. Strategy is all about planning for longer terms, not just the next month or two. One of the foundation programs we bring to every client opportunity we work on is called Lead With Purpose (LWP). One of our associate partners is the creator of LWP, Marc Koehler. Marc spent nearly 10 years as a small business turnaround CEO. He recognized that the management tools and leadership approach he learned from his combined 15+ years as a US Navy Submarine Officer and large company manager would need to be adjusted to fit the small businesses he was brought in to help rescue. Marc decided to launch Lead With Purpose when he saw how many leaders were able to use the tools to become better leaders and produce sustainable business results.



**Settled Mind** – It's hard to achieve any goal if you listen to that little voice in your mind that never stops talking. This internal critic second guesses everything you do. That voice reminds you of your past failures then wants to carry on a conversation about how many OTHER projects you could be working on if you just hurry up and do things faster. That voice is your pathological critic, not just a sweet little cherub encouraging you to be brave and take a chance! After all, nothing ventured, nothing gained. Soon that voice becomes the director of the movie that is all about your life. The way to a settled mind is to take a few tips from Yoga or quiet time where you think of nothing. Zero. Squat. Put down that phone. Turn away

from that computer screen. Close the door, close your eyes and sit in quiet solitude for a few minutes. It will do wonders for setting your priorities and helping you stay calm and carry on.

In summary, progress really does come down to an orchestrated set of actions all designed to produce objectives that you say are important to you. Get up means be on purpose, have intention, be committed to action. Dress up means presenting the image you want the rest of the world to respect; that image that illustrates your self-image, self-esteem and self-purpose. Show up means that you chose to be in the room, participating in the discussion, being part of a team that moves the project towards a finish line. As our founding partner Will Robertson says, “If you’re out of the room, you’re out of the deal.”

**We are welcoming Lisa Walker**, Senior Partner to our coaching and consulting group. Lisa brings decades of business owner coaching experience to the company. We look forward to her participation with Performance Strategies, Inc. We will showcase Lisa in another edition of Monday Motivator.



Considering the best way to navigate the transition or exit from YOUR business? Start with your trusted business or executive coach. By taking this free 22-question, multiple choice online assessment, you will get a 12 page summary report showing you how prepared you are for such a move. You’ll learn about your preparedness in the areas of financial, planning, revenue and profit, and operations. When you get your report give us a call and we’ll go over it with you at no cost to you. Sometimes it’s a confirmation that

you have all your ducks in a row and sometimes it’s a reminder that a few details need your attention. In any case, it’s a great snapshot of your personal business transition or exit readiness. For your FREE assessment and 12-page summary report: <http://www.exitmap.com/ps-mcg/>

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