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# IDEABRIDGE



The IdeaBridge White Paper Series:  
The Universal Principles  
of Business Achievement

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## THE UNIVERSAL PRINCIPLES OF BUSINESS ACHIEVEMENT

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### Universal Principles of Business Achievement

#### The Four Key Determinants of Success in Business

##### 1. Have a Great Attitude

- Be positive, energetic, enthusiastic and upbeat
- Be a Team Player. Be proactive to help, even if it isn't your job
- Do whatever it takes to get the job done so long as it is legal, moral and ethical
- Don't say, "It's not my job!" Just jump right in to help. Be the one to get it done!

##### 2. Have a Strong Work Ethic

- Work harder than anyone you know
- Develop exceptional time management skills
- Have a laser-like focus on the critical objectives, the 'Vital Few'
- Use the Pareto Principle – 80/20 Rule

##### 3. Create Value For Your Company

- Develop new business, sales, billings, revenue
- Develop excellent customer retention skills, never lose a customer!
- Constantly ask for business from customers, referral sources and prospects
- Learn to promote your company through public speaking or writing
- If you want to advance, you MUST be successful at selling. Learn it; study selling!

##### 4. Stay Out of Trouble!

- Must be competent and have the basic technical skills for your job
- Absolutely stay out of office politics, but also be organizationally savvy!
- Keep all confidences...Never betray a trust
- Maintain absolute integrity in all that you do. Period.



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- NOTE: Never say anything to anybody, that you don't want everybody to know!

### The Universal Qualities of Successful Business People

#### 1. Focus On Your Unique Talents and Skills

- What sets you apart? What makes you better? What have you always had a natural flair for? What makes your heart sing?
- Do what you love to do, study these principles and you'll be the best. And when you're the best, people will seek YOU out.

#### 2. Develop a Clear Sense of Direction

- Set clear, specific, time-sensitive, reasonable goals
- Less than 1% of the world's population has written goals they review daily
- Just having the list increases your chances of achieving your goals by 800%
- You will achieve 80% of all your goals in 12 months (The Pareto Principle!)

#### 3. Maintain Complete Focus and Concentration When Working

- Develop a reputation for hard work; your reputation will follow you wherever you go!
- Everyone knows if you are a hard worker; they also know if you are a slacker.
- When at work, work! Become extremely effective, use time management.
- 8 hrs/day=paycheck. 10 hrs/day=career. 12-15 hrs/day=Independence!
- Beware: You must be organizationally savvy. Notice your environment, pay attention to the people around you. While you must interact with your colleagues, work hard!

#### 4. Develop a Reputation for Speed and Accuracy

- Understand what's important...Do the important first, and do it fast!
- Develop a sense of urgency and maintain a consistent bias toward *ACTION!*
- Always walk FAST! Run in the halls if you must, just keep moving *fast*.
- If you're 5 minutes early, you're 10 minutes late!! Get there 15 min early. Then work!



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### 5. Concentrate Single-Mindedly On One Thing At A Time

- Always ask yourself: "What's the most valuable use of my time *right now*?" *Then do it.*
- Be decisive and do it now. If it can be done in 3 minutes or less, just do it right now and get it over with.

### 6. Maintain The Highest Standards of Character and Integrity

- Be known as a person of character. Don't ever round-the-corners or shade the facts.
- Stand up for what is right, be known as principled and standing on character.
- Once you lose your character...you are "tainted" and it's over.

### 7. View Yourself As Self-Employed

- The Top 3% of people act as if they own the place. Want Power? Just take it!
- Make them tell you that you can't do it...*they usually won't.*
- It's more effective to ask for forgiveness than to ask for permission!
- Don't ever forget to maintain outside contacts for your *next* job. This is a must!

### 8. Collect Friendly IOUs

- Be eager and proactive to help whenever and whomever you can. Ask for nothing in return. One day, if you're in a jam, maybe they'll help by returning the favor.
- Create a lot of IOUs around town and your company. One day you may just need a favor where money alone can't help you out of a jam. You'll never know who you may need help from in a last-minute jam. Your friendly IOUs will prove priceless!
- A long list of resources will prove invaluable. It'll pay great dividends!

### 9. Focus On Continuous Self Improvement

- You must learn how to be an exceptionally effective salesperson. Study and practice.
- Always be growing...Take seminars. Read books. Study logic and philosophy. Listen to books and motivational tapes when commuting.
- Read several books outside your field of interest; it'll make you more interesting.



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**10. Hang Out With Successful People and Find A Mentor**

- They'll never say no. Why not ask the President?
- Associate with the winners, not the whiners. Hang out with the leaders, not the losers.
- Dress, groom and act in a manner consistent with the position you aspire to achieve

**11. Be Teachable and Admit When You Don't Know**

- Readily admit when you don't know something. Don't ever try to fake it.
- Take full responsibility, readily admit mistakes
- Be curious and always ask questions

**12. Be A Team Player**

- Readily give credit to others. Readily volunteer to help and always complement the team. If you are singled out, a simple "Thank you" is all that's necessary