



A FEW MORE TIPS

Things that will help you succeed.

How to Thrive in a Crazy World.

- 1) Nothing is impossible.
- 2) Business – and Life - are collective processes. Use 'we' and avoid 'I'. 'We' is both truthful and reassuring.
- 3) Remember good manners. Treat everyone with respect.
- 4) Think Big – big ideas lead to big results.
- 5) Admit your mistakes, learn from them, move on.
- 6) You're in the driver's seat - drive your business, and your life, into the future.
- 7) Never be afraid to ask – a curious mind is an asset.
- 8) Search for solutions, not problems.
- 9) No inflated, or fragile, egos allowed.
- 10) Technology lets you do many things – use whatever it takes to get the job done.
- 11) Don't put off the hard calls. Deal with bad news immediately.
- 12) Details make the difference between an acceptable result and an excellent one.
- 13) Celebrate success. Make it fun to be part of the winning team.
- 14) No pain, no gain.
- 15) Smile and don't moan.
- 16) Do it now.
- 17) Keep in touch. Explore. Read widely.
- 18) Do the homework, be prepared.
- 19) Put yourself in the other person's shoes.
- 20) Think Different.
- 21) Work hard. Harder than you expect others to work.
- 22) Progress, not process.
- 23) Be on top of the issue. Faking it is not making it.
- 24) Write presentations as though every chart is an ad. Lead with a headline. Finish with an invitation to buy.
- 25) Great ideas can come from anywhere and anyone.
- 26) Don't compromise.
- 27) Have a curious mind. Use 'what if'. Interrogate statements with "and then what?".
- 28) Be up to date, not out of date.
- 29) Get off your screen!
- 30) Do your 'fieldwork'. Work in the factory, behind the counter, in homes.
- 31) Fail Fast, Learn Fast, Fix Fast.
- 32) Look after your colleagues. Help them out.
- 33) Never try to 'score points' at a colleague's expense. You'll lose more than you score.
- 34) Be a realistic, perpetual optimist.
- 35) Remember to sell and close.
- 36) Avoid assumptions when facts are available.
- 37) Trust your instinct.
- 38) Be impeccable with your word.



- 39) Don't take it personally.
- 40) When things are unclear, things that are important become clear.
- 41) Practice the art of inclusion. Spread ownership of success.
- 42) No politics.
- 43) Recognise others' achievements. Be generous in your praise.
- 44) Adapt. Improvise. Overcome.
- 45) Happy people make people happy.
- 46) Build your client's trust. Be very careful with how to use it.
- 47) Take a 'helicopter' view. See the big picture.
- 48) Don't become preoccupied with your next career move. Do what you're meant to be doing better than anyone else and your career will take care of itself.
- 49) Prima Donnas are ballet dancers.
- 50) Start with the Answer and work back.
- 51) There are those who listen and those who wait to speak – the latter work for other companies.
- 52) Avoid moderation.
- 53) Ask for the order.
- 54) Watch for body language – including your own.
- 55) Create energy, don't drain it.
- 56) Follow up, follow through.
- 57) Pull rabbits out of the hat.
- 58) Over deliver.
- 59) Say thank you – even better, send a note.
- 60) Sit in on research groups, better still, run your own.
- 61) Take copious notes – it's flattering and useful.
- 62) Be discreet.
- 63) Pay attention to detail.
- 64) Remain resolutely positive.
- 65) Be careful about presenting more than one idea – it usually indicates untidy thinking.
- 66) Clever questions are usually better than smart answers.
- 67) Take your time to answer – give the question the consideration it deserves.
- 68) Don't be afraid to say I don't know.
- 69) But come back with an answer – quickly.
- 70) If you're the smartest person in the room, you're in the wrong room.
- 71) The best new business is business you already have.
- 72) Focus. Commitment. Discipline.
- 73) Be wise in your use of research. Don't use it as a substitute for decision making.
- 74) The best ideas are original. They're usually the hardest to research.
- 75) Search for the nuggets, the diamonds in the mine.
- 76) Deal to the urgent, look after the important.
- 77) Don't over complicate the issue, get to the point.
- 78) Create a sense of action and excitement.
- 79) Never be asked twice.
- 80) Don't be scared to serve the coffee yourself.
- 81) Before you end a meeting, make sure nothing is left unresolved.



- 82) Keep meetings short and to the point.
- 83) Beware the work-in-progress list that lacks significant work in progress.
- 84) Start every meeting with the two word check-in.
- 85) Follow the Six P's (Proper Preparation Prevents Pretty Poor Performance).
- 86) Be confident – and have a reason to be.
- 87) Start with the What, then go on to the How.
- 88) Creativity takes courage.
- 89) Every day is once in a lifetime.
- 90) Get to the point.
- 91) Be a perfectionist. Don't settle for second-best.
- 92) Act like a professional at all times.
- 93) Share your knowledge.
- 94) Demonstrate you've listened and taken notes. Feed quotes back during your presentation.
- 95) When was the last time you met a successful cynic?
- 96) Always look for a big idea.
- 97) Tuum est.
- 98) The best way to win a big victory is to win small ones along the way.
- 99) Because something can't be proven to work, doesn't mean it won't.
- 100) Concede graciously when you're wrong.
- 101) In a presentation, marshal your facts and present them in a sequence which invites a series of positive responses.
- 102) The way you do anything is the way you do everything.
- 103) Structure presentations so that the most important section is left till last.
- 104) Take pride in your honesty.
- 105) Dare to Dream.
- 106) Fortune favours the bold.
- 107) Prior to presentation, rehearse, plan the sell. Anticipate likely objections.
- 108) Be punctual.
- 109) Treat other people the way you want to be treated yourself.
- 110) There is no such thing as an unimportant day in anyone's life.
- 111) It is not a sin to say "I'm busy, can I ring you back?". But make sure you do!
- 112) Make your job your hobby and let it show.
- 113) Know when to ask for help. Assistance is far more positive than salvage.
- 114) Perpetual Optimism is a force multiplier.
- 115) Have an opinion.
- 116) Never betray a confidence.
- 117) "The more I practice, the luckier I get."
- 118) Failure to communicate creates a vacuum that is filled by poison, misinformation and drivel.
- 119) Consensus is important, conviction more so – and alignment vital.
- 120) Never let research replace judgement.
- 121) Don't worry about problems; solve them.
- 122) If it can be done today – do it.
- 123) Talk, don't send notes.



- 124) Believe in decency.
- 125) Answer the question.
- 126) To break new ground, break away from what was – and seek what's new.
- 127) Take a chance and learn from it.
- 128) Don't try to be impressive – just be impressive.
- 129) Be pro-active till it hurts.
- 130) Be Alert. Your company needs Lerts!
- 131) Be addicted to innovation – not just creativity.
- 132) Get it wrong the first time.
- 133) What's simple isn't always easy.
- 134) Common-sense isn't very common at all.
- 135) It's not the hours you put in that count, but what you put into the hours.
- 136) Yes We Can.
- 137) It's easier to criticise than it is to create.
- 138) Always get into work half an hour before your boss.
- 139) Try to keep attendees in a meeting to a minimum. It leads to better decision making.
- 140) Don't lose your 'street smarts' – stay in touch.
- 141) Learn from everyone.
- 142) Listen to your heart.
- 143) The key to success is choosing the high ground then owning it.
- 144) Avoid waffle.
- 145) Earn your beer.
- 146) Make happy choices.
- 147) Beware the Abominable 'No' man.
- 148) Don't waste people's time in drawn-out meetings.
- 149) Where there's a will, there's a way.
- 150) Impossible is Nothing.