



SmartStart Success NOW!

Success strategies for working in the real world

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Please add prof@smartstartcoach.com to your contacts list in your address book so you don't miss any future issues!

A Note from the Prof

I'm happy to count you among my students on the fast track to personal and professional success! My commitment to all of you is to share everything I've ever learned in my own career and from working with hundreds of corporate clients in my private practice to help you create your own success stories.

I'm living proof there are no limits to what you can achieve, regardless of your personal circumstances. Today's feature article explains how to write your own ticket to future success.

Let's get started!

Best in success,

Professor Linda M. Lopeke
Creator of SmartStart Success Programs
www.smartstartcoach.com

Feature Article

The BEST Success Model

"There was a time when I couldn't see the road ahead.

The world opened up to me on the strength of just one belief I held for my future—that a career in information technology was my professional destiny.

My dream is to help you expand your horizons. It's so much brighter out here than I ever expected. And if I did it, you can do it too!"

Here's a tried-and-true formula for achieving success. I call it the **BEST Success Model** for obvious reasons.

B (belief)
E (experience)
S (study)
T (test)

Success

ABOUT BELIEFS—You create your own future. And each element in the above equation plays a pivotal role in how you do that. It's no accident the foundation of all success begins with your beliefs—because **whatever you believe is possible for yourself IS.**

There are two aspects to consider. The first is the belief **you "can"** achieve success—i.e., you've got what it takes. With the second being **you "deserve"** to have it.

For many of my students, the latter is the harder of the two aspects to master with the end result being various forms of self-sabotage. But when you can recognize that is what you're doing to yourself, it's easy to self-correct.

If you find yourself desperately wanting to be successful but subconsciously don't believe you deserve it, it won't matter how hard you work for it, it will always elude you. The success game is **99% mastery of your own mind!**

THE DEFINITION OF SUCCESS—Take a step back and consider the definition of success.

In today's consumer-oriented society, people tend to define success in dollars. However, you can be extremely successful and not have made a lot of money at all.

Money is not success; it is only one (of several) by-products of it.

The definition I like best is **"success is the progressive realization of a worthy ideal"**. Earl Nightingale explains it all masterfully on a wonderful CD recording called *"The Strangest Secret in the World"*. One of my own mentors, Mark Victor Hansen (he's the Chicken Soup for the Soul co-creator) gave this CD to me years ago and now we'd like to share its valuable message with you.

BELIEF:

I can/I am
I deserve

EXPERIENCE:

I want/need
I have

STUDY:

I watch/read/listen
I do/practice

TEST:

I measure
I evaluate

The basic message is this:

Thoughts are things—we become what we think about.

Mark has made it possible for you to listen to the recording for free here (just click the link below when you're ready):

http://www.markvictorhansen.com/strangest_secret.php

As you move through my mentoring program, you will learn what it means to believe you deserve success.

At this time, all you need to do is consider where you are with your beliefs right now. Be very honest with yourself about this.

START FROM NOW—Do you feel stuck? Do you want to move forward and make better use of your capabilities?

Would you like to be able to react and communicate more appropriately, make better choices and have better relationships with yourself and others?

These things are only possible when you uncover and permanently remove the limiting beliefs affecting your creativity and ability to succeed.

Through other SmartStart program materials I'll be providing different exercises you can do on your own to help you reengineer your core beliefs.

For the moment, just remember this: we all hunger for acceptance, belonging, validation, and love. These are the four drivers of all human behavior—on and off the job!

Regardless of your station in life or your role in the organization, these four key factors underpin all situations (that is all actions and non-actions) and reactions to same.

They affect everything that happens to you on your personal success journey. They affect every person you come into contact with. They affect YOU.

And, the better you are at recognizing these forces at play in the workplace and in your own relationships, the faster you will get where you want to go and the easier it'll be to get there.

To get started, make a point of noticing what's going on around you. Pay attention to the words people use when they are telling you about this or that situation that has happened to them. And notice how they speak about themselves in relation to others.

**"We become
what we think about!"**

*"What are your thoughts telling you about
yourself now?"*

**"Regardless of our role in the family,
society, or the organization, we all
hunger for acceptance, belonging,
validation, and love!"**

"Your core beliefs are the filters through which you experience and interpret everything going on around you."

"We don't see people as they are; we see them as we are!"

"The way to prepare yourself to receive massive success is to always maintain an attitude of gratitude."

Things always happen for your better good, even if it doesn't feel like it at the time.

And it's been my experience the less it feels like a good thing, the better it is for me in the long run."

ABOUT EXPERIENCES—These 4 factors also make a nice lead-in to the next element of the equation: experiences.

The beliefs you hold about who you are, where you came from, and what you're capable of shape your personal experiences by providing a filter through which you see and feel all the things going on around you at work and at home.

They influence how you respond to and interact with others you meet along the path to your success.

So another important lesson for you today is to realize **we don't see people as they are, we see them as we are.**

It's critical you come to clearly understand and accept this. Whenever a situation or a person is annoying the hell out of you, the universe is really holding up a mirror and trying to show you a part of yourself you desperately need to work on.

And here's a little secret. The more annoyed you are, the more work on yourself you need to do. It's never about other people.

This rule applies whether you are the boss or the employee, the parent or the child, the husband or the wife (or the lover), the friend or the family member.

Do yourself a favour by paying close attention to these feelings and be honest with yourself about them!

ALWAYS MAINTAIN AN ATTITUDE OF GRATITUDE—

You move along the path of your self-created success by accumulating experiences.

Some you want and need to have; others come along just to teach you what you need to know. Some you will welcome and be happy about; others you won't.

Regardless, it's important to maintain an attitude of gratitude for all of the experiences gifted to you because it's only from this state that you can prepare yourself to receive success.

ABOUT STUDIES—And now I'm going to tell you something not likely to be very popular. Especially if you've recently graduated from school and have just started working...

You are never finished learning.

Learning opportunities are everywhere. And it's always in your own best interest to take advantage of as many of them as you possibly can.

LEARNERS ARE EARNERS!—The more you invest in ongoing learning, the higher your earnings will always be. Guaranteed!

(In another newsletter I will talk about core competency and why and how it is critical to your future. Then you will see more clearly why the learning is never really over.)

That said—**no one knows it all**. And the sooner you accept that, the better off you will be! (FYI: You will meet people in the course of your life and career who think they know it all, or act like they do but they are delusional. Don't be one of them.)

"Learners are earners!"

It's up to you how much time you want to spend on your continuing education. And, by the way, piling up more letters after your name is not what I'm talking about.

Some of your learning will happen on the job; the rest you commit to acquiring on your own time. Participating in this virtual mentoring program is an example of investing your own time in this regard. Taking courses offered by your employer after hours is another.

Never miss an opportunity for more learning—especially if your employer will pay the bill for it.

If you are serious about getting ahead, **a good rule of thumb is to devote 10%** of your standard work week to additional learning. This amounts to just 3 to 4 hours or so.

If you work in a fast-moving industry or want to rise through the ranks quickly, bump this up to about 8 hours per week.

Now here's the best part...if you manage your work day productively as I'm going to teach you, this won't cut into your personal life one little bit!

"Rule of thumb: spend a minimum of 10% of your standard work week in learning mode."

My situation is a little different than yours. Clients depend on me to maintain leading expert status in several management disciplines as well as be extremely knowledgeable about their specific companies and industries too. So I spend anywhere from 25% to 30% of my time acquiring more learning on their behalf. This investment benefits both of us.

Opportunities to learn are everywhere.

Open your eyes and ears. Turn off the television. Watch life. Listen. Read books. Take courses. Even better, talk to people.

Then volunteer for every opportunity where you will have a chance to try out what you've learned.

The best learning comes with DOING!

ABOUT TESTS—This is the point in the formula where real success happens. Everything that comes before this is important but skipping this part (as most folks do) is what separates the wannabes and also rans from the fast-tracking corporate superstars (that would be YOU)!

The only way to tell if you are making the progress you need to make is to constantly be measuring and evaluating your own performance and results.

Don't wait for someone else to do it for you. Be pro-active in monitoring yourself and in seeking feedback from others.

Feedback is the "breakfast of champions".

Without feedback you're working mostly with assumptions and a pile of guesswork. You can't manage your career effectively that way. More importantly, you can't make course corrections when they're called for or needed.

Winners keep score!

In future **Instant Act!on** documents I'll show you a fun way to chart your course and track your own progress. In no time at all, you'll be leapfrogging to the head of the pack with the aid of this super-effective secret weapon. In fact, I guarantee it will turbo-charge your career like nothing else (if you use it).

"Winners keep score. That's how they know they are winning!"

However, first things first. There are **Instant Act!on** activities planned for the coming months to set you up for success in every element of this formula. Check the program calendar at www.smartstartcoach.com so you'll know when to expect these additional materials.

Now you might think you only need to read the program materials and you'll "get it" by osmosis. If you take that route you'll be cheating yourself. Nothing beats doing.

We need less talk. Less thinking. More doing.

I've just shared with you a very powerful formula. We've covered a lot of ground. Give yourself time for what I've said to sink in. You will have plenty of opportunities to practice what you've learned and you'll hear me talk about these things frequently in class.

Don't try to do a 180 and change everything about yourself overnight. Let these new ideas into your mind; then be patient and let the new behaviours evolve. It takes time to come around to new ways of thinking. New ways of being. It takes commitment. It takes practice. You will make mistakes. That won't matter. At the end of the day, there is no failure, there is only learning.

Ask The Prof

Q: I need to escape from “cubicle nation”. My co-worker hears everything I say and can read my email from the monitor without even leaving her chair. Today she told me there’s no such word as “irregardless” and suggested I might want to rewrite a sentence or two to fix grammatical errors. Frankly, I think she should mind her own darn business! Am I over-reacting? – *Annoyed in Atlanta*

A: *Dear Annoyed:*

It’s easy to get our backs up when people make comments like this and we haven’t even asked their opinion. The reality is your co-worker is doing you a tremendous favor!

There is no such word as “irregardless”. Stop using it now!

Also, if you make grammatical mistakes you might never know it but believe me, your boss, your clients, and your co-workers will. And they won’t forget it either. These are the kinds of mistakes that instantly brand you as a non-contender.

Nasty co-workers won’t tell you you’re doing these things; they’ll just let you hang yourself. It sounds to me like this person is only trying to help you. You are very lucky she cares enough to mention these faux pas you are making. Buy her a coffee and take advantage of her support while you can!

“Do everything you can to build your success brand!

Once you’ve been tagged with a negative label of any kind it’s very difficult to overcome it and sometimes it’s not even possible.”

The Prof Recommends

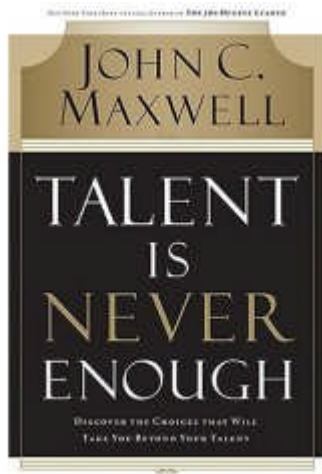
Talent is Never Enough: Discover the Choices That Will Take You Beyond Your Talent *by John C. Maxwell*

When I began my career I believed talent was all I would ever need. My own mentors jumped all over me for entertaining such a stupid notion.

In the monthly *Fortune 500 Intelligence* tele-lectures, I explain why I was so wrong and they were so right. And I go into much detail about what they taught me and how you can immediately apply it on the job.

The ASI Insiders would love to have you listen in on their MBA Master classes. And as a program member, you have an open invitation to join us on any and all of the conference calls.

Our future program materials will cover the “what” and “how to’s” in this regard. However, if you are in a hurry to know more, check out this book and add it to your “success” library.



Contact the Professor:

Linda M. Lopeke
Lexicorp Services Inc.
6207 Kisby Drive, Suite 3 North
Mississauga, ON L5V 1M5 Canada

(647) 298-8743

About the Prof

Professor Linda M. Lopeke is a world renowned business strategist and internationally recognized leading expert in project management and success coaching.

Her MBA Master Classes, *Fortune 500 Intelligence*, reveal the secrets employers will never tell you and teach what you won't learn in any business school. These monthly lectures are an absolute must for "fast tracking" corporate professionals, emerging leaders, and the brightest students attending the world's best business schools.

If you liked what you read in this newsletter, you'll love her innovative virtual mentoring program, **SmartStart Success**. In this program she teaches individuals, entrepreneurs and small business owners how to make more money with less wasted effort and quickly achieve long-term success.

Find out more, get free stuff, and read the "rave reviews" of her mentoring programs at www.smartstartcoach.com.

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Award-winning author and internationally recognized business strategist Linda M. Lopeke, "The SmartStart Coach", publishes the **SmartStart Success Now!** newsletter twice each month. If you're ready to turbo-charge your career or small business, make more money, and have more fun and a lot less work in your life, grab your seat in her mentoring program now at www.SmartStartCoach.com!

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