
Maintaining a Positive Attitude is Good For Business

In my experience, most organizations do a reasonably good job of training their people on the 'what to do' and 'how to do' of their jobs. A car dealership trains all their salespeople in the best sales strategies and tactics, or a construction company educates their project managers on all the ins and outs of staying on time and under budget in completing their projects. It only makes sense to give your people the knowledge and skills that are key to success in their role. Naturally, organizations will invest time, resources, and effort to have everyone trained.



So if everyone is reasonably trained in the what and the how... why is it that some of those salespeople, or project managers, or supervisors, or managers, etc., outperform their peers? What is the difference between your average performers and your top performers? The difference is in the 'want to do'. Often described as motivation, drive, or inspiration, most people agree that it all boils down to attitude. It is the attitude of the individual that, given the same knowledge and skills, makes an exponential difference in performance.

What would happen in your business if you could help all of your people develop and maintain a more positive attitude every single day?

Here are six ways to build a positive attitude:

1. Be Committed. It took me some years to reach the point I'm at now. I could have given up any time before I got here and I had a million different reasons for doing so. But I knew what I wanted and stuck it out. That's the first key to success.

2. Accept Challenges. Being your own boss and owner of your own business, leading your first department, making your first sales call, can be scary and a bit intimidating. It takes guts to leave a 9 to 5 job and start your own empire. It takes guts to have a dream and to go for it. You ultimately determine whether you or your business succeeds or fails.



3. Be in Control. Keep your mind focused on important things. Set goals and priorities for what you want to do and accomplish. Develop a strategy for dealing with potential problems and when those problems surface, feel confident in your ability to handle them. The worst you can do is make a mistake... and each mistake is a learning opportunity.

4. Don't Be Too Critical. There is no use criticizing yourself once you've made a mistake. Saying, "I should have landed that account or handled that situation differently" is not going to make any difference at all. It's just going to drain you of your energy and discourage you. Simply learn from your mistakes and move on.

5. Practice Makes Perfect. The best way to learn for most people is to get out there and start practicing. It can be with friends or relatives, or with co-workers, customers, or prospects. Just keep trying.

6. Ask for Help. You want to work for yourself not by yourself. There is nothing wrong with asking for help. Don't think you're incompetent simply because you can't do it all. Professionals hire other professionals to do the job properly. Don't be afraid to bring in a specialist when you need it.

It's all about your attitude. Be the person who finds the opportunity in obstacles, wisdom in weaknesses, and courage in challenges.

As a side note, if I have to warn you that there's nothing more important than getting the work/family balance right, then the chances are you're going to learn the hard way. Sure, we all work for the money... more accurately, we work for what the money allows us to do or to have. But, for me, there's no question that the greatest benefit that my business has given me is the free time I have to spend with my family. I'm sure if I put that time into building more websites, doing more workshops, or selling more services, I'd make more money.

But my attitude is that there's more to life than just making money!

