

# The Four Decisions of Career Success

**A**s a business person, there are obviously a number of things you have to do to be successful. However, as we all know, success always boils down to the person's attitude and motivation in whatever they decide to do. In this regard, there are four decisions that you need to make regarding yourself and your career to become successful. The people who do not reach success and are unable to use more of their potential have not made one or more of these decisions.

**First, you have to make a decision about your company, your business, and your industry.**

You have to firmly decide that you are in the industry and business that you want to be in and are with the company you want to be with. If you do not have total belief and commitment in your products, processes, and business, it will show in every word that you say. Successful business people realize that their personal future, as well as the future of the business, are intertwined together and impossible to separate.

**Second, you have to make a decision of what role and position you want to play.**

In other words, you have to make a firm decision that you want to be in sales, management, etc. You have to make a firm decision that being in the business that you are in is the key to your unlimited success. You cannot just "try" to be in business or "try" to be a sales person or a manager, try implies you might



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fail. Any doubt, any thought of failure, any entertainment of the possibility of not succeeding of the possibility of not succeeding dooms you to a life of mediocrity.

**Third, you have to make a decision that you are going to always under promise and over deliver.**

In other words, you are always going to provide your customers with more than they paid for. You want your customers to always be "stroke deficit" to you. In other words, they are in debt to you psychologically. They feel they owe you something because of the enormous value you have provided them. This makes them ambassadors for you and your business. This makes them centers of influence and partners in your business.

**Fourth, you must make a decision that you are worthy of success.**

You must take personal responsibility for your own life. You must realize that your circumstances are of your own making, not vice versa. Failures constantly blame their conditions, situations, and circumstances for their lack of success. When you realize that the

circumstances you are in are the circumstances that you have drawn to yourself, you empower yourself to change. You provide yourself with the ability to design your own life and your own success.

This change creates incredible self image and self esteem which allows you to believe in yourself and believe in your own success.

It is only by making these four decisions clearly and firmly with total commitment, that you can assure your success in your career or business. Remember, if you think you can or think you cannot, you are absolutely right. Make the decisions today that you will be a success in business. Make the decisions today that you will not be your own worst enemy, that you will not be the obstacle to your success, and that you will get out of your own way.

***You can succeed, you are worthy of success, and you will succeed if you only decide to.***



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