

## **Guide to Business Success – by Stan Krtil**

- 1) You need to know exactly what you want. You must create a clear, succinct, specific goal statement. Your mind cannot help you create something unless it knows exactly what it's supposed to create.
- 2) You need to determine what the price is that must be paid to achieve what it is you want (there is always a price), and be willing to pay it in full.
- 3) You must create a plan of action and immediately begin working the plan, improving it as more information becomes available.
- 4) You must determine what a person who would, could, or has achieved what you want to achieve believes about achieving that goal, and also what you believe about achieving that goal. You must rid yourself of the beliefs you have that are holding you back and adopt the beliefs of the person who is successful. In other words, you must develop the resourceful beliefs necessary to achieve your goal.
- 5) You must develop the values that support achievement of your goal, and rid yourself of values that either do not support it, or are in conflict either with the goal itself or with other values that do support it (for example, you might value both risk-taking and security, and this conflict must be resolved or it will create problems).
- 6) You must create resourceful internal information sorting processes (this one is too big to explain here, but it is a biggie). These are largely unconscious processes, and have to do with how you decide what incoming information to delete, what information you decide to focus on, in what ways you might distort incoming information, and how you create internal generalizations about that information.  
  
There are resourceful ways to do this and un-resourceful ways to do this. Having un-resourceful methods in this department is one way people sabotage themselves without knowing how or why. Some of these include noticing what is possible in a given situation rather than what "has to be" or what is impossible, and focusing on and moving toward what you want, rather than focusing on and moving away from what you do not want.
- 7) You must develop the internal strategies for making decisions, becoming motivated, becoming convinced, becoming reassured, and learning (and a few others), that allow you to create the internal states and the external results you want.
- 8) You must know how to deal with adversity, "failure," and setbacks so as to turn them into opportunities. There will be no straight shot to success, and you have to know how to deal with the challenges that come up and make them into ways to move forward again. Every adversity carries with it the seed of an equivalent or greater benefit, and you have to know how to find it.
- 9) You must develop the personality traits that support success in whatever it is you want to do, and eliminate the personality traits that do not support it.
- 10) You must learn how to control your state of mind, so as to create motivation, faith, self-discipline, ability to focus, certainty, persistence, and other resourceful states, and to avoid or shift out of fear and discouragement and other un-resourceful states.
- 11) You must gather around you the resources, both material and human, that will help you achieve what you want. The creation of the human part of this is sometimes spoken of as creating a mastermind group.

That's it. If you handle all of this, you will succeed at anything.