

# 13 Core Actions That Entrepreneurs Can Use To Impact Their Results In 2013

Ultimately, the quality of your life comes down to two factors: “How much you can confront” and “How valuable you are to others.”

What influences these two vital factors are core actions. Core actions are actions that have a much deeper impact on results creation activities and problem solving activities, as opposed to surface actions, which are considerably less potent.

Surface actions will keep you busy, but don't produce much in terms of real results. Think of people you know who are on a continuous diet and exercise regime, but hardly ever lose weight. You are looking at surface actions. Think of people who constantly go to seminars and trainings to build their businesses, without much to show for it in terms of specific measureable results. Yes, you are looking at surface actions again. Surface actions are commonly referred to as “hide-behind activities.” When someone is not willing to engage in core actions and do “what's required” to get something accomplished, they tend to engage in surface actions. People will look really good “going through the motions” doing surface actions, while getting little if any results.

Core actions are commonly referred to as “necessary required actions.” The people you respect the most in life and in business for creating stellar results, engage in core actions on a daily basis. When they intend to lose weight – they do lose weight. Why? Because they are doing “what's required.” When they intend to improve their financial position – it happens. Why? Because they are doing “what's required.”

- 1 Replace can and can't with will or won't.** It's been said that “In life, the wills and the will nots determine the haves and have nots.” While this statement might not be popular with the faint hearted or the hypersensitive – it's usually quite true on most occasions. As Yoda says, “Either do or do not. There is no try.” Commitment is “yes I will” or “no I won't.”
- 2 Problem solving vs. innovation confusion.** Problem solving is about restoring past performance. Innovation is about raising the bar. Most people are so busy problem-solving that they don't innovate. Make it a priority to innovate on an ongoing basis. Taking your game to the next level is not a luxury, but a necessity in today's world.
- 3 You must make it incumbent upon yourself, to get the information that you have acquired, and skill-sets that you have mastered, out of your head and into the world, where they can go to work producing results.** Because if you don't, they will die there, and so will your business. Intelligence is implementing what you know. If knowledge stays in your head, you just have information that is stored and never used.
- 4 Stress is produced by “knowing what works” and “doing what doesn't work.”** Stress is greatly increased by “wanting things to be different” and yet “being unwilling to change.” If you are doing either of these two behaviors – STOP IT.
- 5 Intended result vs. idea confusion.** An intended result is a desired outcome that you are doing something about. An idea is something that you are using for entertainment. Having an idea that you are daydreaming about is not a strategy. Although ideas can be fun and exciting – it's also quite exhilarating to produce something of substance and value.
- 6 Get clear on your intended result.** Do you have adequate information and skill-sets to bring the intended result into existence? If yes, define the “necessary required actions” that will produce the result. Then do the “necessary required actions.”
- 7 Put an end to purposeless living.** This is also called “intention deficit disorder” and it is always at the core of an unproductive life. Create a purpose and go live it. No one will give you a purpose. You have to create your own. Thinking about creating a purpose, or



talking about creating a purpose, is not “creating a purpose.” You create a purpose by “creating a purpose.” Putting off creating a purpose until sometime in the future, so you can spend time aimlessly drifting, isn’t rational. If it’s a big enough purpose, you will never have a time management problem again. You will also stop seeking approval, and start gaining respect. The habit of avoiding embarrassment gets old anyway. Purpose actually adds life to life.

- 8 Start creating what you want today.** If you are not willing to create what you want, then drop the want. Wanting stuff that you are not willing to create is completely unworkable for a powerful and satisfying life.
- 9 Make a list of whatever has your attention that you feel you need to do something about.** In other words, the things that are incomplete in your life. Create three categories for these things. The categories are: “Do, drop or delegate.” Handle accordingly.
- 10 Ask yourself at least 5 times a day, “Am I doing what’s required to get my desired outcomes, or am I just going through the motions?”** This will not only assist you to see how you actually operate in life, but it will provide the opportunity to implement appropriate forwarding and corrective actions.

- 11 Serve people you come into contact with. Be sincere about it.** Don’t make them weaker by telling them what they want to hear. Sometimes you have to throw your personality aside (which is nothing more than a history of habits) and focus on making a difference. Make it about them and not about you. Don’t concern yourself with being professional or staying within the bounds of proper etiquette. Be willing to listen to them in a way that no one has ever listened to them before, and be willing to say things to them that no one has ever said before. Let the chips fall where they may.
- 12 Confront what’s holding you back and do something about it now.** Hint: “What’s holding you back is always in your head.” Many times, people can be good at describing the ghastly details of undesirable situations, without any intention of doing anything about them. It’s simple. It’s about you being responsible for standing up to the voice in your head. It’s about awareness and choice. So, notice the voice, ignore it, and do the core action.
- 13 Show up.** Be “whatever it takes.” Do “what’s required.” Go home.

*Dusan Djukich is the innovator of Straight-Line Coaching and the best-selling author of Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times. He resides in Northern California and can be contacted through [www.StraightLineCoach.com](http://www.StraightLineCoach.com)*



For further information in the Middle East  
Please Contact. Salem AlAbdulJader - Certified Straight Line Coach  
arabswealth.com - salem@raingroup.biz  
Kuwait +965 94400331 Jordan +962795843454