



13 Observations On Why Some Entrepreneurs Are So Outrageously Effective

Success in life and business is largely a matter of noticing what works and doing more of what works and noticing what doesn't work and doing less of what doesn't work. Essentially, it's a strongly applied common sense approach. The following are a few of the observations I have made over the years regarding how extraordinary and highly productive entrepreneurs live and operate.

- 1 They make it incumbent upon themselves to be powerful.** They are simply willing to do whatever it takes, for as long as it takes, to get their intended result. Successful entrepreneurs don't mess around or get hung up on everyday concerns. They realize at a deep level that a powerful, successful, and satisfying life isn't given to you. It is created. And they are willing to do what's necessary to create that life.
- 2 Relentless focus is the norm.** Focus increases awareness, attention, and intelligent action that increases the likelihood of desired results being produced. Being in their presence is like being in the presence of a laser. While some people can be intimidated, many others "want what this person has." They're just too special to ignore.
- 3 When they speak, people listen.** They speak powerfully of themselves and others. When they speak it actually matters. Life moves. Their actions are consistent with their speech.
- 4 They listen powerfully and intentionally.** People actually experience being heard, many times for the first time in their lives, when interacting with these entrepreneurs. There is a deliberate commitment that is created to actually duplicate what the speaker is saying. They also listen for the "unspoken" as well as the spoken. They listen for "what's behind" the spoken word. This expedites getting at the source of things, as opposed to just lamely talking in circles, as many of their colleagues do so frequently.
- 5 A fierce-sense-of-self seems to be always present.** They are comfortable in their own skin. Their attention seems never to waiver, and it is always on what they are dealing with, or to whom they are speaking. There is little to no attention on themselves, except for how to be appropriate in the moment. They are simply in the moment, doing what they are doing, without a lot of busy mental activities distracting them.
- 6 Ruthless compassion is evident in their relationships with others.** There is absolutely no back-off on giving straight-forward feedback to others if requested. This is regarded by the entrepreneur as one of the kindest and most caring acts possible, as it tends to disrupt unworkable, and many times, unconscious behavior and actions, which lead to unwanted future consequences. Others are not regarded or interacted with as broken or victims, but powerful people who sometimes may need a new distinction to see what is not always present at the time because of their attention being elsewhere.
- 7 Commitment to the successful entrepreneur is very black and white.** Like a light switch, you are either on, or you are off. They totally get that in life, you can only generate reasons or results, and reasons simply don't count, no matter what the excuse.
- 8 There is an insistence on radical practicality in business strategy, planning and tactics.** There is no attention paid to pie-in-the-sky theories. While prudent risk taking is always in play – it stays at the level of "prudent" and doesn't drift into fantasy. Solid forwarding and corrective actions are constantly applied in real-time. They deal in facts and learn from setbacks, but don't get stuck in them.



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- 9 In the world of the successful entrepreneur, there is no such thing as standing still.** They realize that there is only expansion or contraction in this universe; and that law definitely applies to their own lives as well. Just as there is no such thing as exercising once and for all, they understand that they are only as good as their last accomplishment, and therefore, don't rest on past successes. "Always looking for another edge" is a common trait that is frequently acted upon.
- 10 They realize that just because they can tolerate an unwanted condition or situation doesn't mean they have to put up with it.** Typical adult immaturities, such as drama, inauthentic behavior, and deceptive communications, are confronted and dealt with without hesitation. Therefore, there is not a lot of time wasted on adult baby-sitting activities or pretense relationships.
- 11 Effective entrepreneurs say what they mean and mean what they say.** A strong sense of integrity is demonstrated in the actions they take. They follow through on their own and take responsibility for accomplishing their chosen objectives.

- 12 They are honest, direct and to the point in their dealings with others.** They have powerful, committed relationships. Successful entrepreneurs are extremely committed to their friends and their friends are highly supportive of them. For this reason, flakey people tend to be quite uncomfortable around them and tend to leave, as soon as they get the chance.
- 13 Constant learning and doing whatever they can to hone their skills and expand their abilities are hallmarks of the successful entrepreneur.** They tend to insist on the best coaches, consultants and mentors no matter what the price or time commitment. Being intelligent enough to know that no one is going to save them, they take responsibility for generating their own highly committed life. They travel at a high velocity in and throughout life, so the accomplishment of intended results occurs within shorter and shorter time frames. Life is impacted in their wake and good fortune is created.

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