



THE CIRCLE  **SUCCESS**

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Introducing – The Circle of Success

Attitude, Awareness, Action = Success

When You Are Prepared Things Have A Way Of Turning Out “Lucky”.

We're going to dive right in ... I don't remember the young age I was exactly when I started setting goals for myself. I might have been 10, 11 or 12 years old. My dad had a few 'success-oriented' books in his room that I used to sneak in and read but we never talked about them.

Back in the early days I used to think if I could dream of something, and visualize it, that would make it a goal. I realized now it takes more than that. You should never restrict yourself in the 'dream' phase ... you need to allow yourself to do the research and decide if you want to make that 'dream' an actual goal to pursue. If you take this next step you will save yourself from 'telling yourself' that you want something ... that you don't actually want to do the work to achieve.

Let me give you an example, then I will explain the Attitude, Action, Awareness (AAA) Success Formula.

Example:

So many people go through life saying they want to lose 10 pounds. If you say that to yourself and you have never researched what it takes to lose 10 pounds, it is like banging your head against a brick wall. Saying you want something but you really don't. You are setting yourself up for failure.

To be successful losing 10 pounds, you need to research what is actually required to make this happen. You do this by researching how someone else has done the same thing successfully already. When you have this information you can make an educated decision if you want to pursue this as a goal or not. If you decide 'yes', then you take the dream, through the goal (research) phase and develop a personalized plan that you can put into action. It is at this point you can feel comfortable talking about the goal you are pursuing. It is more than a dream, it is a solid goal with a plan to make it happen.

Being proactive, rather than reactive, throughout your life is thinking in the terms of the Attitude, Awareness, and Action fundamentals. The AAA Success Formula has been an integral part of my life since I developed it in 1991. It was a light-bulb moment for me when I discovered this basic formula could be observed in every single success story, or successful person I knew or read about. Once explained, you too will observe this combination of attributes as a basic foundation in all successful people. I love reading biographies, especially rags to riches type stories. I can always identify the A + A + A fundamentals in success stories. You will now too.

ATTITUDE [choosing how you look at everything]

Absolutely everything you do is influenced by your attitude. It is quite simply the single most important factor in determining your success or failure. Attitude influences your outlook on life and every situation that will happen to you in your life. This should be the base 'check-point' for you in all decisions to be proactive.

AWARENESS [acquiring your skills, knowledge and resources]

But, attitude alone is not enough. We all have limitations and must act responsibly, be knowledgeable enough, to make choices that will enhance our being, not hinder it. This is where awareness comes into play. It is the step that allows you to 'learn how', find out what you need to know to make wise choices and solid decisions.

ACTION [taking steps forward]

Attitude and Awareness are key elements in preparing yourself for success, but nothing will happen until you put this information into ACTION. My experience working in management level positions throughout my career, is that decisions often need to be made and actions taken with less than complete or perfect information. Yet, to progress forward we still need to take action. Some people say taking the wrong action is even better than doing nothing, at least it gets you moving and with movement or momentum it is easier to make corrections and continue moving forward than being stuck and standing still.

You might see yourself, already, in this action description. You have purchased this book, you may have been feeling stuck, or standing still in your life and career ...or maybe things are moving quite fast but you are questioning if you are moving in the right direction. The action step (just buying this book) is what keeps your momentum moving in the right direction.

You are going to love this complete AAA Performance Model! You will see yourself at various stages of the model for different areas of your life and career.

REMEMBER:

- 1) Everything we do starts with **ATTITUDE** – if you don't have the right attitude nothing else matters. YOU control your own thinking every day (don't ever forget this).
- 2) **AWARENESS** – represents all of the skills, knowledge, research and awareness required to set your goals.
- 3) **ACTION** – the final step is ACTION. You can have best attitude, awareness but nothing happens until you put your thoughts, words, work into ACTION.

It's A Simple And Very Powerful Formula

(read to understand this formula, then memorize it and repeat it to yourself daily):

Attitude + Awareness + Action = Your Success.

A + A + A = Your Success.

I believe in you. Your Life and Career (and Happiness) is at Stake. YOU are the ASSET and your career is your vehicle (your business) to support your life.

I want to help you to maximize that asset. You can. You WILL. Remember live with the **right attitude**, and we can teach you the rest. Every employer understands this:

There are two basic criteria for all success:

- 1) Make a Decision To Do Something (attitude);
- 2) Learn How (awareness, skills)

Conversely, I've heard it said. There are two reasons why people fail:

- 1) They don't have the skills or knowledge (awareness, skills);
- 2) They don't have the right personality (attitude)*

*This can be expanded to state, over 80% of the people who fail, do so because they don't have the right personality (attitude).

One book written on this very topic, is "Hiring for Attitude" by Mark Murphy. *In an interview about the book Mark talks about why so many new hires fail so quickly, why soft skills (attitude) are so important now. Their research tracked 20,000 new hires, 46% of them failed within 18 months. But even more surprising than the failure rate, was that when new hires failed, 89% of the time it was for attitudinal reasons and only 11% of the time for a lack of skill. The attitudinal deficits that doomed these failed hires included a lack of coachability, low levels of emotional intelligence, motivation and temperament. [Interview with Forbes Inc. Entrepreneurs, January 23, 2012 "Hire For Attitude" article by Dan Schawbel]*

Go Forward Now, with confidence. Knowing the secret formula for all success. Whenever you feel 'stuck' again ... think about the success formula (Attitude + Awareness + Action) and think about which element of the formula is missing. Do you need an 'attitude' check? Or do you need more information (Awareness = information, research, skills, knowledge)? Or do you simply need to take a step forward? Remember even a step in the wrong direction gets you moving, once you get moving you can correct and move again.

Continued Success - Cheers!