

# THE SECRET TO CAREER SUCCESS

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HOW TO **DREAM BIG, ACHIEVE  
HAPPINESS** AND REACH YOUR GOALS IN  
**BUSINESS AND BEYOND**

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## INTRODUCTION

Have you ever had a situation where you wanted more in life? When you weren't happy? When your career was bouncing around all over the place? Or you felt stuck?

This book addresses specific areas that you can improve upon—areas that will help you be more successful in your career and in business.

We'll address your mindset. We'll address areas of communication and help you understand what's going on within you in ways you're probably not familiar with. We'll introduce you to some of the concepts behind the Law of Attraction and show you just how powerful your mind can be. We'll touch on how to create balance, because balance is such a key component for your career and for your successes.

What about goals? Do you have goals or do you have resolutions, and what's the difference? And how can your goals assist you in achieving what you really want to achieve? How are you perceived? What kind of image do you have? What kind of image would you like to have? How does this all fit together?

Whether you're an entrepreneur, a manager, or an employee who wants to move forward and get more out of life, these topics are all valuable tools that will assist you in finding success.

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Throughout the book, you'll be given chances to reflect on ideas, thoughts, and insights that will guide you in your movement forward. I encourage you take these opportunities and to make notes for yourself along the way.

So, let's get started.

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## YOUR MINDSET

What is your mindset? What are some of your limiting beliefs? What are some of the things that are holding you back in a variety of different ways along your life's journey? What thoughts and ideas are part of the eternal conversation that goes on in your head?

Keep these questions in mind, because they are all critical components of your mindset.

**What is a mindset? And where does a mindset come from? How does a mindset come together?**

Your mindset is your mental attitude. Your life experiences are part of your mindset, but your mindset is developed in unconscious ways as well. With my extensive background in areas of the mind, I've studied this extensively. There is a direct relationship between your mindset and your representational systems, which are the parts of the communication systems that tie in to how you communicate

(we'll touch on these systems a bit later). Our internal communication is in fact the key component of our mindset.

Science is now tying in more and more knowledge around mindsets, but how do you learn and assimilate information without even knowing that you're doing it? Where do limiting beliefs come from?

Think of your mindset as a foundation. It's the foundation of your business, of where you want to go, but also the foundation of your mind. Your attitude and your perspectives are part conscious and part unconscious, and can be learned, unlearned, programmed and reprogrammed in a variety of different ways.

I had a situation once where I was at a party for young children. These were all pre-school age kids, and one of the girls was sitting there and she was picking her nose very, very deeply. It looked like the whole finger was in the nose. Her father, being an astute father, said to her, "Don't pick your nose. Pick your friends."

The little girl looked over to her dad, said "okay," then went over and started picking her friend's nose.

Well, we all thought that was pretty funny, but in retrospect, as I developed my career in learning, that was a great demonstration of how the child literally interpreted information. We interpret information directly as we're growing up and it just becomes assimilated. These things that are spoken, whether it's a sarcastic statement, a piece of comedy, or something that was meant in jest, can be taken, incorporated into our lives, and built into our mindset.

And of course, the mindset is so critically important for career and for business success.

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## HOW NEURO-LINGUISTIC PROGRAMMING WILL CHANGE YOUR LIFE

The Neuro-Linguistic Program, or NLP, is an approach that identifies different communication styles: visual, auditory, auditory digital, and kinesthetic. The NLP models are very valuable for us because understanding these communication styles will help you build up and move forward in your career, whether you're looking for job advancement or want to attract more clients and contracts.

### **How the NLP helps**

From a representational system point of view, the whole point of communication is to build rapport, build reputation, and to become more flexible.

When you understand how you and others communicate, it will be easier to build rapport in not only a career setting, but in all other areas of your life as well. Part of the dictionary definition of rapport is around relation and connecting,

especially intense harmonious accord. It's a wonderful thing to have created stronger affinity, as that helps create alliances, which we all know are critical in business. Camaraderie and support tie into that as well.

Rapport assists you in so many different business-building ways, and there are a number of key areas within the NLP model for this.

As you better understand the communication styles of yourself and others, you'll also learn to be more flexible. And the more flexible you are, the greater success you'll have in your business and in your career.

There's an analogy that I like to look at. Imagine a tree that's in a giant windstorm. A tree that refuses to bend or be flexible in any way. Well, that tree is likely going to break or snap. The tree that's flexible and adaptable, however, is going to bend with the changing winds.

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## THE DIFFERENT COMMUNICATION STYLES

There are many different models available, and if you're interested in learning more I can help you access some of the free guidance that's out there. But for now, let's talk more about the different categories set out by the NLP:

### **Visual**

The visual, as you might guess, see in pictures. They memorize by creating these mental visual pictures. They are often quick learners and are easily bored if there's no plan or structure in place. They value time. They like to start and end on time. So, if you're dealing with somebody who's a visual learner, this would be a really important thing to know, wouldn't it? If you showed up half an hour late for the meeting, and the visual learner is expecting you right there, you've already gotten off to a bad start.

Visual communicators are often neatly and orderly. They dress neatly. There are also physical characteristics that may tie into

that as well: They lift up their heads and stand back so they can take it all in.

It's also possible to identify a visual learner by the words they use. They'll say things such as: look, see, focus, imagine, show, visualize, illustrate, clarify, picture, bright, appear, clear, dull. They may use statements like: I see what you mean, looking ahead, you'll look at this and laugh, the future looks bright, it appears to me, taking a dim view. These are all indications of a visual learner. You will notice these come up in emails as well. Often, people will say close an email with, "See you later." Well, that's an indication of a visual learner.

## **Auditory**

Let's move on to the auditory learners. They put emphasis on words and what was said, versus what they saw or didn't see. The auditory learners remember what they hear, sometimes word for word (you may have encountered some of those individuals that can recount exactly what was said). They often listen and they often do not take notes. They're also very good storytellers. One of the key things you may notice is that some individuals will speak out loud and talk to themselves often. They make different noises, including auditory sounds like sighs or ohs, ah and woos.

There are different physical characteristics of how auditory learners stand. They will speak very quite clearly. They're often good orators, and are often easily distracted by noise. They have different learning styles, and of course with an auditory learner, they're going to learn best by listening. The auditory learner will use words and phrases such as: clear as a bell, loud and clear, it rings like a bell, rings clear to me, in a manner of speaking, unheard of, turning a deaf ear, she's within earshot, we're on the same wavelength.

## **Auditory Digital**

Auditory digital is also known as the internal dialogue process. These types of learners are often very, very structured. They're process-driven and can be very methodical and logical in their thought processes. They need things to make sense. They need to work through it internally along the way. You may notice their need for structure when you're speaking with them, as they tend to lay things out in a sequential structure: "Number 1, we do this. Number 2, we do that. Number 3, and we do that."

Auditory digital learners may also use statements such as: sensible, analyze this and get back to me, can you conceive this, chart your progress, I'll decide when I have the facts, describe in detail please, she needs to pay attention to, I'm motivated, I have to make sense of, fill in the blanks. When they sign an email, it's often short, with little more than "Hello" as an introduction. They're usually big on "Yes," "No," and "Bye" as well.

## **Kinesthetic**

Kinesthetic learners often speak slowly in a low or deep voice. They're well coordinated and learn best by experiencing, by doing, and by feeling (This is an example of where some of our school systems may not be the best for certain individuals).

They're often sort of touchy people. By touchy, I mean they like to shoulder touch, hand touch or hug. They use active words and statements like: firm, feel, get a handle on it, get a grip, and get a hold of yourself. Other statements they may use are: hang in there, that was hard, thick-skinned, don't be so touchy,

out of touch, make contact, show me what you mean, I can grasp that, hold on a second, I can't put a finger on it.

They like to get comfortable. They may even use that reference as well. They are often individuals who have emotions in their language structure. If you're a fast speaker, it may be a little bit more challenging at times. To really understand and be understood by a kinesthetic learner, you'll have to slow down your speech patterns and listen in more.

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## **COMMUNICATE YOUR WAY TO JOB SUCCESS**

You may be wondering why these representational systems—visual, auditory, auditory digital, kinesthetic—are so important to you and your success. Well, just imagine you're in a workplace and you're communicating with somebody in a way they can't understand. It's almost like you're speaking a foreign language, and in many cases, they are foreign languages.

So, of course it would be useful and helpful for you to be aware of these different communication styles and learn how to use them to your advantage.

Here's an example:

Let's say you're involved in a financial business or career where you have a lot of charts and graphs. If you're a visual learner, you're going to be using lots of these visual aids to present information to

your colleagues because that's what you understand to be the best. But although it works well for you, it may not be the best way for the people you're working with.

If a person is an auditory learner, then your charts and graphs are not going to make sense to them whatsoever. You're going to lose them from the very beginning. So, if you're able to tune in to their channel and provide them with the knowledge in a communication structure they can relate to, well of course you're going to add to your rapport. If you're able to relate to your boss, for example, or your supervisor in a way that builds that rapport of understanding, it's going to enhance your career development. Your career will fall into place as a result of that because people like associating with people who are like themselves.

There are many different areas and components of how these can assist you in your life. From a business or career perspective, understanding how your client thinks and processes information will help you to create higher levels of success, which means more business, more clients, more sales, and more income.

Think of them as tools that you can use alongside all the other tools in this book. It's all part of the process. Step by step, one gets a little bit further along. How do you eat an elephant? One step at a time.

Now that you have a basic understandings of these communication styles and how you can apply them to your career or business goals, I'd like to expand on them in more detail. Remember that we have aspects of all of them within us at different times. Some of them will become more prevalent, more focused, and more important along the way.

## How to adapt and adjust your communication style

As you become more flexible and have greater understanding of each of these areas, you'll find it becomes easier to relate to different types of individuals.

### **Auditory**

It's best to present ideas to the auditory learner. Tell them you're their "sounding board" and ask them questions like, "How does it sound?" or "Does that sound good to you?"

Be to the point and be ready to discuss your idea. They'll probably expand or improve upon it. Auditory learners like to be listened to very closely, so it's important for you to be very attentive and present. Sometimes, if an auditory person is distracted by a background noise, you may lose your connection with them.

### **Auditory Digital**

Auditory digital people love details. They also like choices and options, and may take time to process the information. They often need time alone to think things through in their own way.

They like ideas and make ideas adventurous along the way. They ask questions about what you're thinking, and will be very happy to let you know what they're thinking in return. Ask them things like,

“What do you think about that?” or “Does that make sense to you?” You can also ask them what they need to make things better.

Often, auditory digital individuals forget to eat and drink water, so you can assist them with that as well. Encourage them to be in the moment because they’re easily distracted by future thoughts.

## **Kinesthetic**

For kinesthetic learners, timing is very important. They need to be presented with an idea at the right time. Also, they’ll need time to take the information away and process it, digest it, and generally get a feel for it. Questions like “How does that feel to you?” and “Does that feel good to you?” will resonate well with them.

Kinesthetic people like to have fun and are often very easygoing, but also need their own space because that’s what’s comfortable for them. They like to be surrounded with “comfy stuff” in the office, such as personal items or even stuffed animals. Patience and listening are the key components with kinesthetic individuals, and they’ll also appreciate it if you ask them how can support them best. As well, they enjoy being helped because they too are helpers along the way.

## **Visual**

When dealing with a visual person, give them a lot of notice if there’s a change to a scheduled plan. If things get changed too quickly, they often can become inflexible or get stuck along the way.

Be brief, clear, short and concise and provide the information that's best for them. Give them what they need or want. Offer the big picture and ask them to plan a future project or activity. Ask them questions about how it looks: "Does that look good to you?"

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## DEFINING YOUR GOALS

Take a moment right now to write down some of the things you've learned so far. If you're able to get them down on paper, speak them out. Feel them out. Process them for yourself right now. This will assist you in your own learning and assist you in putting it all together.

Throughout this book, you'll be presented with a variety of questions. I encourage you to take the time to write them down as you come across them. The writing, no matter your representational system, will assist you in your journey.

### **Adjust your mindset**

Let me ask you a couple of questions: Do you want to make changes or enhancements in your life? Would you like to be happier and healthier and wealthier?

These questions are an important part of adjusting your mind and your direction. Having a purpose is very helpful!

One of the ways you can adjust your mindset is about to occur right now, and it has been occurring already. Can you guess what that is?

It's about creating awareness and insights. It's about finding information that will assist you along your journey, and it's this information that will help you take the first step towards shifting your mindset.

### **What's the difference between a resolution and a goal?**

Resolutions come and go. They're merely statements—something that might just sound good, or something you've heard along the way. They don't have a plan or a timeline associated with them so there's no way to make them real. They're easier to stop or quit because they're not written down, and even if they are written down, there's no action plan to make them happen.

So, if you have had resolutions in the past, how did they work out for you?

A goal, on the other hand, can be seen as a promise to yourself. It helps set your internal compass, your internal GPS system. What's your compass set for in your life right now? What are your mindsets or beliefs that are set in place right now?

Goals are flexible and they allow free interruptions along the way, while resolutions fly out the window as soon as you hit the first speed bump. You're best served by long-term goals that are realized in maybe 6 months, or 16 months, and even if life issues show up from time to time, your goals can adapt and flex along that journey.

Goals often change, and they'll evolve as you evolve. I've had a number of goals that I've set for myself and I thought I would have reached them 10 years ago. Well they haven't been achieved to that degree yet. So, what do I do? I adapt and adapt my goals along the way.

When you are goal setting, it puts you into the planning and execution stage. Goals will lead to result-producing activities, which are the key foundational things that assist your goal achievement. As you're starting to think of what it is that you want along the way, remember that it's not only what you want in business, but also what your staff and customers want. What are their business goals and personal goals? It's useful for you in your career advancement to understand the goals, needs, wants and desire of others. What's in it for them along the way?

You may have the best widget out there, but if nobody has a need for it, you're not going to be successful. It's not something they want, and it's not a part of their goals. So, understanding what your staff and customers want will assist you in retaining and maintaining good quality employees and clients. If you meet their goals, you'll make alliances and keep them around much longer.

Here's a quote that I particularly like: "Defeat is not the worst of failures. Not to have tried is the true failure." That quote from George Edward Woodberry is worth remembering

because it helps you to stay calm and carry on. Remember the story about the tortoise and the hare?

## **Visualization and the Law of Attraction**

As we go further into your goals, guided visualization can be very helpful.

Create an internal picture in your mind. What can your mind conceive? The more detailed and specific, the better. The more emotionally involved you can be with your goal, the stronger it becomes. So, for example, how will it feel when you achieve that goal? What will it look like, smell like, sound like, taste like? What will occur along the journey towards the realization of the goal?

Next, the Law of Attraction. Right now, don't think about an elephant and don't think about a snowstorm. What did you start to think about? Probably an elephant in a snowstorm, or a snowstorm in an elephant, or an elephant, or a snowstorm. That's pretty typical. When we're focusing on something we want, that's what we're giving attention to, and what you give attention to grows.

Visualization and goal setting gets you into planning and action mode, which is the key to creating your successes. Once we determine how we see, feel and hear about not only our goals, but also about ourselves and others, we set the goal in motion. We start to think about what it is that we really want in our career or business, and what we need to do to achieve that goal.

## **Are your goals SMART?**

Having focus certainly helps keep your goals in line, but your goals also need to follow a model. The one I particularly like is called the SMART goal:

**Specific or strategic.** Is your goal clear and unambiguous? Your goal should be something very specific—something that can easily answer the 5 “W” questions.

**Measurable.** How will you know when you’ve achieved it? How can it be measured?

**Attainable.** Is the goal realistic? Can it be achieved within a specific timeframe? Is it reasonable?

**Relevant or results-oriented.** Are your goals in line with your current task, project or focus? Are they in one defined direction? This is particularly important within your business and career enhancements.

**Timeframe.** Goals that have a clearly defined timeframe include a target or a deadline date along the way.

As you look at these characteristics, they start to assist you. And within that, the Law of Attraction comes into play because these are all things you want to have. If at any time thoughts pop into your head that you don’t want or don’t like, it’s an indicator to shift back into the direction of what you do want.

As you focus on your goals and goal achievement, remember that it’s a continuous, life-long improvement project with

multiple goals. You may have a large umbrella of goals that contains smaller goals specific to your journey of life. Once you achieve the goal, it's time to reset and move forward with another one. And as you commit to each goal, the SMART goal approach will help you achieve it. It will help you to achieve all the things you want to achieve!

I'd like to suggest you take a few moments to consider some of the goals you'd like to have. Are they SMART goals? Do you have them structured that way?

Your goals will also be easier to achieve if you have a good support community. Find someone to share your goals with—someone who will be supportive along the way. Perhaps it's a good mentor, or perhaps it's a professional coach or professional counselor. These individuals will be of great assistance to you in achieving your goals. They can help you with your accountability, they can help you with your focus, and they can even help you in defining what those are along the way.

So, do you have a coach, a mentor, a professor, or an accountability associate? You can develop these relationships, and if you don't you can always hire them.

## **Why you need to write down your goals**

Remember that unwritten goals are just a wish list (sometimes called resolutions), and that a wish list on a scrap of paper won't do you any good. Writing down a goal changes it from a wish list to a direction. So, how about if we make it a goal? Let's make it a goal and write it out.

Have you written goals in the past? How did that go and what happened? We learn from our past experiences, from the experiences of others, and from those who have provided us with expertise along the way. I've learned many things along my journey and now I'm able to assist others.

Writing down your goals is one of the best ways to give them focus. But you can't simply write down your final goal. You need to also have a game plan.

Who do you live with or associate with that will help you achieve your goals? They'll be very valuable along the way. Positive masterminds can be beneficial to you as well. If you're not familiar with masterminds, there's some great information in Napoleon Hill's book, *Think and Grow Rich*. It will be a very valuable resource for you along the way.

Your goals should be something that can easily be described to a complete stranger. They need to be clear to you as well, so remember your timelines along the way—your dates in the calendar and the targets that are there. How will you know you've reached your goal?

As Stephen Covey put forth in his book, *7 Habits of Highly Effective People*, you need to "begin with the end in mind." Know what it will be, what it will be like when you achieve it, how it will feel, what you will see, what it will sound like, and what excitement you will feel when you're there. Take a few breaths and visualize on that as you go forward on your journey.

And as always, remember your goals need to be SMART: specific, measurable, attainable, relevant and time bound.

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### THE IMPORTANCE OF SELF-CARE

A company called Nikken speaks about the 5 Pillars of Health. The 5 Pillars of Health are foundational things—healthy body, mind, family, society and finances—that can help you develop goals and direction in those key areas. It's not about one or the other, it's about balance. In order for you to be the most successful business person that you can be, you need to cover all the areas and include everything along the way.

As we move forward and onward, looking deeper at the mindset that ties into your thought processes, the mindset that helps you create more balance in your life, we're led to one of the most crucial pillars of success: self care.

As a business professional, you want to care for yourself and be in good physical health because it's necessary for you to be able to carry on your business. Enhancing your mind, calming yourself, learning how to deal with stressful situations, and

ultimately handling that stress, are all part of successful self care.

## **Breathe and be calm**

Start your process with breathing and noticing when you have tension and stress. Take note of how you deal with it. Individuals will either react or respond to situations. A reaction is something like a knee-jerk reaction. It's an automatic response. In most cases, a reaction won't serve you well. Responding to a situation, on the other hand, is a totally different perspective. It's mindful and purposeful, and you can carry it out calmly and coolly.

Breath is so very important. Even right now, follow this exercise along:

Take a deep breath. Now, take a second deep breath. Breathe in deeper. And on the second breath, drop your shoulder a little bit more. And then, do a third breath. Allow that breath to be even deeper. And now, notice and reflect back along the difference between the first and the third. In most cases, that first breath is shallower and not as full as the third one.

Something else is going on within the body while you do this, within the neurological and physical systems. Most people travel through life with shallow breathing and lots of tension

and stress. And that impacts how the brain functions because the blood vessels are constricted and the muscles are tense and tight. That restricts the brain's ability to think, to process information. So, with a deep breath, we're shifting that. It shifts and allows oxygen and blood flow to the brain. It helps your body to be healthier and stronger. It provides you with stronger thought processes. Would that be something of value in business, in life, and in your career enhancements? Of course it will. So, that mere exercise of breathing can be a very valuable one.

Some of my clients come in on a regular, or even a weekly, basis just to get more tools like this. These are tools that you can take away with you. Some of my executive clients feel they're too busy to do certain things like that, but I challenge them and say, "While you're in the bathroom, spend an extra minute just doing some breathing. You can do it in the shower."  
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There are many different avenues you can take. If you do it while you're driving, you'll feel calmer and the other drivers around you will feel calmer as well. You can add to the calmness of the boardroom or the calmness with your clients. If you're going into a client meeting, check your mindset. Where it is at that particular moment will assist you with shifting into a calmer mode—one that has more clarity.

Some of the most successful and productive people in the world take anywhere from 10 minutes to 30 minutes a day, sometimes multiple times a day, just to allow calmness. They

breathe, connect and allow ideas to flow, which all add to an enhanced image and reputation.

Take a breath to think about that. To access some of your internal information, step away from business for a moment and on self care.

### **Make balance a priority**

Balance is critical in life. Individuals who spent all of their time working often lose relationships, or even family.

There was a time in my life where I was putting many, many long hours in the office, and I forgot about my physical health and wellbeing. I ended up with a back issue that caused significant pain and mobility issues, all of which distracted me from my ability to think clearly. It impacted my ability to participate in community events and to be of higher service in any way. It even impacted my relationships. Everything was impacted. So, the more self-care you can carry out, the calmer you will be.

It's important to include self-care in your daily activities. Just as you have time with loved ones or family, for date nights or for family nights, you need to add self-care to your structure. You can even write it down in your calendar, your day timer, or your smartphone. Whether it's a gym session, a walk around

the block, or a stroll in nature, building in this time will assist you with your financial and business success. Business associates and clients want to work with individuals who have balance, after all, and will gravitate towards people who are successful in all areas of their life.

Remember that we're now moving into a whole new stage of business, and careers, and life. Life is a part of business! And just as community service is part of your business success, your life is part of how you're perceived along the way.

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## **PERCEPTION IS REALITY: MANAGING YOUR REPUTATION**

Image perception and reputation are key components of your success. They're supported through the goal process, so defining them becomes an interesting thing. So, how do you define it? How do you look at these things? How do you think about them? What do you hear? What do you process along the way? What people see leads to how they feel. Emotions are tied into it, and it all happens in the blink of a second.

### **How are you perceived?**

Of course, we all know that having a strong reputation and being perceived in a positive light is very good for business. Conceptually, I know that and you know that. But how do we

enhance it? How do we take it to another level of what's going on?

Perceptions can be created in so many different ways.

We send out information to individuals based on our internal images: our self-image, our degrees of confidence, and our self-esteem. Some of the most successful people that are out there have spent a lot of time working on their confidence, and others are still in that process. We are all in that process. Your mindset is associated with the perception and image that will create the reality and your true reputation along the way.

A professional who manages how their company is perceived, both internally and externally, will achieve great things. The way others perceive your business will create your business reality. Their perspective and their perceptions might not be your reality, but it doesn't matter. It's their reality and that's the key.

Other people's perception of you and your business will show the world how well you've mastered the mindsets of life and business. Any one team or company who fails to manage their image or reputation will ultimately struggle. Those who are proactive and who choose to focus on it will be glad they did, and will receive the rewards that come into place.

So, take a moment right now and think about how you're perceived. What do you think is the image of you, your company, and your direction? What's your personal perception of your colleagues? That's also an interesting question, and one worth looking at. From these questions comes the identification of your strengths and weaknesses. Every strength can be a weakness, and every weakness can be strength. There's always a flip side and it's important that you understand both.

## **Reputation**

Benjamin Franklin once said, "Glass, china and reputation are easily cracked, and never well mended."

So hold on to your reputation if you have a good one, and treat it like a continuous improvement project. Build on it whenever possible. You and your company's images, perceptions and reputations are your most valuable assets, and they need to be maintained, nourished and developed.

Some businesses are sold strictly on their reputation—their client base creates revenue, that revenue creates work, and that work creates assets. This is a very important process that creates not only success, but also enjoyment along the way. But remember that while it takes mastery to build and maintain a good public perception, reputation and image, it takes very little to destroy them.

So, this is one of the reasons why it's very important for you to expand your successes in an ongoing way. It's much easier (not to mention cost-effective) to build and maintain a good reputation than it is to try to fix one.

Many times, once a reputation is damaged, it may never be completely recovered. This is true even if the perception isn't real. The Better Business Bureau says an image means everything, and that having a strong corporate image cannot be over emphasized. I would also include personal and team images with that. This is why it's so important and helpful to reflect on your image and how you're perceived. And if you don't know these things, you can always ask. The answer you receive may be a very valuable thing to unfold. Just be prepared for whatever comes back.

Warren Buffet says that it takes 20 years to build a reputation and 5 minutes to ruin it, and if you think about that you'll do some things differently along the way. So now, as you start to think, what are some different things you can do to create a stronger image? Do you participate in community events? Are you of service to the community? How important is that? I would say it's pretty important.

### **The benefits of a positive perception and reputation**

Businesses with a poor reputation lack credibility, have high staff turnover ,and high client turnover. Sometimes, it's hard for them to create new team members. They struggle to attract

those solid and long-term good clients and it also breeds distrust. So, business success isn't there either.

Businesses with a good reputation have a long and fruitful existence. They're credible and they attract, re-train and retain really solid and very good people. Trustworthiness and dependability become key components within a good reputation, and a good business image as well. It flourishes and grows. People want to support you because you are doing good things.

When you have a positive perception, people want to join your organization. Whether it's as a staff member, associate or joint venture, they simply want to associate with you. Things will run more smoothly and efficiently, and you'll have lots of support and assistance along the way.

Scientists have found that employee attitudes are predictable and causal factors of financial performance, and employee attitudes are directly related to image and reputation as well. It's all tied together. And when staff are happier and therefore more productive, you'll receive more clients as a result of this higher level of service.

You'll create a strong future as you move forward by maintaining and continuing to develop how you're perceived. It increases your market ability, adds and assists with your ongoing financial worth and growth, and so much more. You'll

also enjoy more and more referrals and your business success grows.

These are all important points to keep in mind, whether you're looking for a career, are already in a career, or are just starting one. As you manage your perception, image and reputation, it equals more success in all areas of your life.

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## CONCLUSION

Now that you've been given these tools, take a moment to look at your successes, your goals, and where you want to go. Look at your balance and how you're perceived, and reflect upon your internal mindsets as you start to move forward in your career enhancements, developments and successes.

I recommend you reread this book at least three times, and take the time to reflect upon the different chapters, the different components, and the difference exercises. Let the ideas bounce around a little bit, and feel free to add more thoughts and perspectives and expand on them until they truly resonate with you. The more you take away from this book, the more beneficial it will be.

Having access to supportive resources, such as this book, is key. Every successful person in the world seeks out tools just like the ones we've covered. But it's also important to surround yourself with supportive individuals who will assist you in becoming the best person you can possibly be. We're available and willing to offer you that level of support—a level higher than you can possibly imagine. We're part of a shift towards a better business world, and want nothing more than to help you create harmony and balance to enhance your career.

We're here to offer you success, to offer you assistance, and to offer you support and hope along the way. We're here to provide you with additional tools and resources that will assist you in shifting those internal mindsets rapidly and smoothly. And through that, we're helping you contribute to more than just yourself. Your success positively impacts your clients and your staff, and trickles down to your family, your friends, and your communities. Your reputation and how others perceive you will expand and improve as you assist yourself in becoming the best you can be.

In my one-on-one work, I [guarantee](#) results. Every client that comes through my door has identified benefits from each session. The same goes for my workshops and seminars. These result-producing activities are proven to shift your mindset and create success in not only your career, but in all aspects of your life.

Are you ready? All you have to do is [contact us](#) with your questions, and we'll offer you the best assistance we can. Here's to your life, to your career enhancements, and to success in all areas!

## ABOUT THE AUTHOR

Gregg Turner, PhD is the owner of Solution Innovators and is dedicated to being of service in Mind, Body, Heart and Spirit, by assisting individuals, families and companies to realize the highest levels of success, freedom, balance, happiness, health, wellness and fulfillment in the best and highest of ways.



His focus on balance in Body, Mind, Family, Society and Finances are some key areas of life. With joy and excitement I continue to empower individuals to achieve their highest and chosen potentials. It is an honor to be of service and make a positive contribution.

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