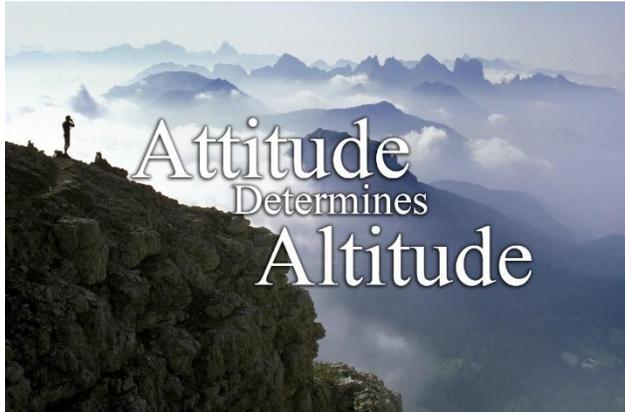


# The ROCK #16 - Attitude

Why do similar people with the same abilities and talent succeed or fail?



## What is it?

Attitude is your thoughts and beliefs. Your attitude affects your actions that you take. If you are negative about a certain action, you will have negative results. In some cases, because you have a negative attitude about the action, you will not take any action at all. If you have a positive attitude about the action, it will be easier to take action. Taking action gets results. If the action does not work, reevaluate the action but stay positive.

*"If at first you don't succeed, try, try again!"*

*A winner is a loser that does not give up.*

*Quitting or not quitting is an attitude.*

*Nothing worth doing is easy. Persistence is an attitude.*

## Attitude Adjustment is Really an Inspiration Adjustment

- If what you are doing isn't achieving your goals, you need an attitude adjustment.
- Sometimes a change of attitude is nothing more than a change in focus and inspiration.
- "The difference between a homerun and striking out is a matter of inches!"
- Focus first on your own inspirations and well-being. Take care of your mind and body.
- Focus on your friends and families.
- After you focus on your own well-being, "switch gears" and focus each day on what your goals are and why you want to achieve them.
- Analyze your efforts and results.
- Ask people for help even though what they might say will make you uncomfortable.
- Avoid negativity and negative people.
- Avoid distractions.
- Focus on getting one thing done that matters each day.
- Seek out someone you can help. This will get you in an action to accomplish a goal. It will put you in a positive state of mind. This stimulates positive behavior.
- Spend some quiet time to clear your thoughts.
- Start a journal and a checklist.
- Focus on major change and demonstrate your resolve.
- "Don't change for change's sake." Change your attitude and inspiration if things are not working.

# The ROCK #16 - Attitude

## Attitude Lessons from Experience

1. Your Losses – sometimes you lose an opportunity and you learn from that loss.
2. Your Mistakes – sometimes you make mistakes that offer you an education
3. Your Failures – failing reinforces the lessons you need to learn. If you own the failure, you own the lesson.

## Attitude - Change for The Better

- ❖ Change your life
  - Find the one skill you are weakest at.
  - Improve that one skill - master it!
- ❖ There are no limits to how much you can improve.
  - Read a book about the topic
  - Ask people for advice and have them train you.
  - Do activities or practice to sharpen the skill. "Just Do It!"
- ❖ ALL skills can be learned.
  - Discipline yourself to learn and improve.
  - Be determined to continue to learn.

## Tips for Formulating Your Attitude

1. Focus – Zero in on your singular point differentiation. Your key attribute value or benefit you deliver, that makes you special.
2. Make it meaningful – Convey a message that all people will care about and understand.
3. Make it memorable – Have your message be distinctive and easy to remember.
4. Keep it simple – The best things are easy to communicate and easy to understand.
5. Don't keep it a secret – Your attitude helps you to define "Your Brand."
6. Make it yours – Individualize your attitude.

## Attitude Has Everything to Do with Your Actions

- Wake up smiling
- Seize every moment
- Try new things
- Be bold
- Amaze yourself
- Take chances
- Be optimistic
- Embrace change
- Be legendary
- Live your life with abandon
- Have an open mind
- Be fearless
- Throw caution to the wind
- Remember you only live once -YOLO

# The ROCK #16 - Attitude

## Bad Attitude Creates Bad Actions

- Gossiping - "If you can't say something nice don't say anything at all."
- Slacking - "Go the extra mile" and always pitch in.
- Stop the Drama - Don't be a drama king or queen. Don't manufacture drama to become self- important.
- Don't be a narcissist. Don't brag about yourself accomplishments or your families.
- Don't be a whiner. Fixing things is different than complaining about them.
- Don't just go through the motions. "If you are going to do something do it with your might, things done by halves are never done right."
- Don't just appear productive, be productive. Don't fake it - Make it!
- Don't be a know it all. Don't be an expert when you are not.
- Don't be a non-starter. Rock the boat, take a risk, don't be led around like someone's pet. Take the initiative. Stick your neck out and lead.
- Don't hold a grudge. "It just rents space in your head." Move on and you will be better for it. It is a positive activity.
- Don't resist or fight change. Don't live in the past. Don't talk about "the good old days." Quit referring to how we used to do it.
- Don't be a "tattle tale." Don't blame others for your own mistakes. Don't "throw them under the bus."

## The Attitude of Confidence

- ❖ Happiness comes from within
  - Be happy with who you are
  - Be confident about what you do
  - Take pleasure in your accomplishments
  - Don't worry impressing other people with your accomplishments
- ❖ Don't judge
  - Everyone can offer something
  - Don't make fun of other people just to feel good about yourself
  - Don't compare everyone with yourself
- ❖ Listen instead of talking
  - Don't feel that you have to prove anything
  - Focus on the connection with rather the result of the connection
- ❖ Speak with confidence
  - Be assertive when you speak.
  - Have conviction in what you say
  - Sound authentic
- ❖ Cherish victories even if they are small ones
- ❖ Take care of yourself both physically and mentally
  - Exercise
  - Read a lot – and out loud
  - Seek wisdom
  - Seek experience
  - Seek training

# The ROCK #16 - Attitude

- ❖ Don't seek the wrong kind of attention
  - Don't try to prove yourself for no reason
  - Don't be self-important.
  - Draw importance from within
  - Focus on others
- ❖ Take risks
  - Don't be afraid to try
  - If you never try you never succeed. It is OKAY to be wrong.
  - "Failure makes you that much closer to success."
  - Learn more from being wrong than being right
- ❖ Cheer others on
  - Don't steal the spotlight from others.
  - Praise others for their efforts.
  - Be a cheerleader for others.
  - Do not make fun of the efforts of others.
- ❖ Ask for help
  - It is not a sign of weakness
  - Be comfortable with your weaknesses, and know your strengths
  - Other people fill gaps in your knowledge, experience and training.
  - If you ask for help, this is a way to improve yourself.

## The Attitude of Self-Confidence

- + All achievement starts with an idea.
- + All accomplishments are based on actions.
- + The worst fear is the fear of the unknown.
- + It is exciting to overcome fear.
- + Nothing ever turns out to be as hard as you think it was going to be.
- + The easiest way to stand out is to do what others won't do.
- + Each action starts with the first step.
- + Don't let uncertainty and hesitation stop you.
- + Stop talking and listen. Confident people don't need to talk all the time.
- + Asking for help is a sign of strength and self-confidence.
- + Offer help to others. Don't wait for people to ask for your help.
- + Don't worry about what people say or think. Do the right thing, anyway.
- + Don't be afraid to "Get your fingernails dirty." Set an example that you are willing to do what it takes to get the job done.
- + Don't let other people get you down. If they are negative, let it motivate you to stay positive.
- + There is never perfection, there is just your best. Strive for your best and it is more than enough.
- + "Don't try to remake the wheel." It is okay to adopt something that made someone else successful.
- + Don't worry about doing more than the other person. People will tend to follow you and reach to you.
- + When you admire people, it is not that they are smarter, or more talented than you are. They just have done what you haven't done yet.
- + Take a risk. Sitting tight gets you nowhere but the same place you are in now.

# The ROCK #16 - Attitude

## Steps to Build Confidence

- Turn on your confidence switch. Be committed to be confident.
- Focus on why you are there and what you need to do.
- Give yourself a "PEP TALK!"
- Prepare yourself the best you can.
- When talking do not use tentative language.
- Believe in what you are saying.
- Don't fidget while you talk to someone.
- "Stand up straight and tall."
- Smile
- Look confident. Look them in the eye and smile again.
- Dress the part. Dress for success. Wear something that makes you feel GOOD about yourself.
- When shaking someone's hand, be firm, but not too firm.

## Charisma is an Attitude - How to Build Your Charismatic Attitude

- ❖ Listen more than you talk.
  - Ask questions.
  - Maintain eye contact.
  - Use good body language.
  - Smile.
  - Frown and then smile. Nod in agreement.
  - Respond without talking.
  - Ask probing questions.
- ❖ Don't practice selective hearing.
  - Every person is important.
- ❖ Put all your stuff and things away.
  - Put your cell phone away.
  - Don't glance at your computer while listening.
  - Don't stare off into space or look at other people while someone is talking.
- ❖ Give before you receive.
  - You may give, but never receive anything in return.
  - Focus on what you can provide.
  - Give in. This is only way to establish a real connection and relationship.
  - The other person can be right.
- ❖ Don't act important.
  - Don't be stuffy or conceited.
  - Don't be pretentious.
  - Don't try to be so impressive. If you are it will irritate people. It will put people off and make them feel uncomfortable.
- ❖ Realize that other people are more important than you are.
  - You do not know what they know, and you really want to.
  - You don't know what they have done, and you want to. This is because you probably have not done it yet.

# The ROCK #16 - Attitude

- ❖ Give the spotlight to others.
  - Tell people how well they did.
  - Make it important to know who really did a good job and praise them.
- ❖ Choose words with an attitude to impact others.
  - Be positive and enthusiastic.
  - Create and implement action.
- ❖ Do not discuss the failure of other people.
  - Do not gossip.
  - Do not dish out dirt about people to accomplish your own ends.
  - Do not laugh at other people, laugh with them.
  - Don't be a bully and don't put up with anyone else being one.
- ❖ Admit your failures.
  - When you admit your failures, you are being authentic.
  - Know you need to be humble.
  - Know how to laugh at yourself, and how to get people to laugh with you.
- ❖ Make people want to be around you.
  - Make them feel good about themselves.
  - Make them feel that they are the most important person in the world.
  - Make them feel that can accomplish anything.

## Attitude of Making Connections

- + Commit to making connections to achieve your goals.
- + Search out new connections and build relationships.
- + Have a plan to do what it takes to make connections.
- + Implement the actions to achieve the goals of your plan.
- + Make a commitment to stick to the plan and follow through.
- + Keep a journal of your progress.
- + Target people that you think you can both help, and they in turn can help you.
- + Form good habits for making connections.
- + Remember, repetition, repetition, repetition.
- + Keep a checklist of your good habits and what you need to do today.

## Happiness is an Attitude

- Your level of happiness is in your control.
- The following action steps are things you can do to help you to be HAPPIER:
- Make good friends.
- Express gratitude and thankfulness.
- Actively pursue your goals.
- Do what you do well as often as you can.
- Giving is more rewarding than receiving.
- Stuff and things do not make you happy.
- Live your life your way.
- Happiness is a choice.

# The ROCK #16 - Attitude

## Courage - The Ultimate Attitude

- ❖ Courage is not the absence of fear, but the triumph over it.
- ❖ Have the courage to...
  - ✓ Dream the impossible dream.
  - ✓ Be patient.
  - ✓ Say NO.
  - ✓ Take on an unpopular position or belief.
  - ✓ Ask for help.
  - ✓ Show real emotion.
  - ✓ Forgive.
  - ✓ Keep at it.
  - ✓ Lead without dictating or ordering.
  - ✓ Delegate to others and lead them.
  - ✓ Apologize.
  - ✓ Take responsibility.

## Overcoming a Negative Attitude

Negativity is contagious. Treat it like a disease. Be aware of negative people and be uncomfortable around them. They are always saying bad things about people, objects or methods. They say, "No, we can't." Negative people suffer from the 3 C's:

- Criticizing
- Condemning
- Complaining

Develop an understanding of what negativity really is. Constructive criticism is not negative. Think about your conversations with others. Check your thoughts and thinking process. If you are thinking negatively, the only person you are hurting is yourself. Discard those thoughts because they are the disease. Check the company that you are keeping. If you are mixing in the wrong environment, talk to people that are positive. Go out and find people that have positive, constructive thoughts and ideas. Find a group of people who believe in the power of positive thinking. It is contagious and fun.

## Attitude - How to Motivate Yourself

- Have an attitude of excitement.
- Begin self - motivating the first thing each day.
- Reward your positive behavior.
- Understand that motivation comes from within.
- Take charge of your life because it is your life.
- Your dreams are yours, not anyone else's.
- Control your life. Be the master of your thoughts and actions.
- Find out who you are. What are your values, your strengths, your weaknesses, your fears, and habits – both good and bad.
- Describe your vision and your dream.
- Build your vision into simple steps you can do one at a time.
- Make a commitment.

## The Attitude of Being Amazing

*"Be just a little bit better than average, ALL THE TIME!"*