



## THE IMPORTANCE OF A WINNING ATTITUDE

**T**here are two traits that separate high achievers from those people who go through life settling for what life gives them. These two qualities distinguish the people who make life happen from those who passively allow life to happen to them. The two traits that make a huge difference in your ability to achieve the desires of your heart are a positive attitude and self-discipline.

Let's begin by talking about attitude, clearly one of the most powerful resources available to any human being. A person's attitude transcends, in either a positive or a negative way, every part of his or her life. It affects their relationships, physical and mental energy, stamina, self-image, work habits, willingness to take risks, willingness to try something new and challenging, their ability to deal with stressful situations, degree of happiness and, of course, their ability to achieve beyond their current circumstances.

A person with average talents and a great attitude will triumph over the enormously talented person with a bad or

even an average attitude. Of all of the physical and mental traits possessed by human beings that separate one person from the next, attitude stands alone as the great divider between average performance and peak achievement.

Men and women who truly work at creating, and then protecting, a great attitude will ultimately achieve far more than people who do not understand the vital nature of this ingredient for success. But what exactly is a positive attitude? And how does one acquire it?

A positive attitude is a disciplined decision to maintain a consistently confident expectation of good results.

In essence, it is faith in the realization of a bright present and an even brighter future. A positive attitude is not, as some think, psyching yourself up to believe that the fairy godmother will come to your rescue, or that some miraculous breakthrough, like winning the lottery, will reverse your current fortunes. The proper mental outlook is based on faith—faith that life is inherently phenomenal and that you will, if you persevere with a positive expectation of your ultimate success, realize your dream in the end.

You should regard your attitude as an enormously valuable asset that deserves and demands careful protection. When you leave your house, you probably lock your doors to protect your possessions from thieves. However, did you ever stop to think that you could lose all those tangible assets and reacquire them ten times over if you were to develop and maintain the right attitude?

Just about everyone can sustain a positive mind-set when things are going well, and we are all prone to discouragement when things are not progressing smoothly. One of the secrets to being happy is learning how to keep your attitude from being on a roller coaster. Anyone can be up when things are going in their favor and anyone can be down when adversity

strikes. However, the person who will be the happiest is the one who can be up when others, possessing a lesser attitude, would be down as a result of the challenges that life happens to offer.

Discipline yourself to understand that you have the sole responsibility for your mental outlook. There are innumerable issues that present themselves every day that conspire to pollute your positive attitude: discordant family relationships, money troubles, unhappy employees, rude customers, the business environment . . . even something as trivial as the traffic you encounter on the drive to work. If you allow the circumstances of life to determine your attitude, think of what you'll become! The only thing that separates victory from defeat at these critical moments is a disciplined, positive attitude that has been purposefully developed over the years.

A positive attitude, then, is a personal decision to believe the best about yourself and your dreams. It is a mental step of faith whereby you confidently assume that the day's events will validate your expectation of good results. Maintaining a positive attitude isn't always easy! It demands continual vigilance; you can't fly on autopilot. You will have to work on it every day, but there are few things in life that will pay you greater dividends.

## **HOW TO DEVELOP A GREAT ATTITUDE**

One of the greatest things anyone can say about you is that you have a *phenomenal attitude*. You will get the attention of other human beings in whatever arena you are working, and you will separate yourself from the crowd if you exude a great attitude. A superior attitude gets noticed in a positive way, just as a poor attitude gets noticed in a negative way. Whether you

are at work, home, or play, you will shine brighter and create far more opportunities for yourself in life if you exhibit a winning attitude. Now that we have defined what a great attitude is, let's cover what you have to do to develop one.

The best way to raise the attitude of people around you is to exude an exceptional attitude yourself. People should feel better about themselves and life after spending time with you. This effect is impossible to achieve without an exemplary attitude that says, "I am happy about who I am, where I am going, and my expectations of the future."

There are several steps to creating an attitude that will be the foundation for a continuous path to achievement.

### **Work Hard at Feeling Good about Yourself**

How you feel about yourself has a tremendous impact on your attitude. Your view of yourself creates the basis for your attitude. If you feel lazy, unproductive, or out of shape, you won't respect yourself because of your lack of discipline, you won't have confidence in yourself because of the way you handle difficult times that you encounter, and you won't have a sense of inner worth or believe deeply in your integrity.

Conversely, if you feel good about the way you look and perform, if you have an inner confidence resulting from the fact that you exercise self-discipline, if you have confidence in the way that you handle difficult situations, if you know that within you is a reservoir of determination that will get you through any challenge, and you know that you are a person of integrity, then a great attitude is a natural extension of this view of yourself.

Each day presents a new opportunity to create positive experiences that merit a deepened sense of self-confidence. You

have total control of what your self-image and self-confidence will be. It takes time, but you can establish an entirely new foundation of trusting your instincts for success, making the right decisions, taking chances, preparing, practicing, persevering, and winning. You can do whatever it takes for you to develop that unconscious swagger that comes from feeling good about the person you are and possessing a solid belief in your own potential.

The ability to exhibit a great attitude has a lot to do with your self-image. For an in-depth self-study course on how to complete your troubled past, assess your present state, and design a compelling future based on high self-esteem, see *Restore Your Magnificence: A Life-Changing Guide to Reclaiming Your Self-Esteem* by Joe Rubino.

What actions can you take to make sure that this building block to a great attitude is in place? Here are some suggestions.

### **Get on a Regular Program of Exercise and Eat a Proper Diet**

The better the physical shape you are in, the easier it is for you to feel good about yourself. Feeling good about yourself physically puts a special bounce in your step and leads to a confident expectation regarding what you will attract in your life. A great attitude is much more likely to grow in the fertile soil of feeling good about your health and physical appearance. A regular exercise and eating regimen takes discipline. Any time that you exercise self-discipline, you overcome the voice inside of you that urges you to take the path of least resistance and the least pain. The more you wage that battle and the more that you win that battle, the better you will feel about yourself.

## **Associate with People Who Will Be Fertile Ground for a Great Attitude**

It is a fact that most of us adopt and reflect the attitudes of those with whom we associate regularly. “Bad company corrupts good morals,” the proverb reads. In the very same way, associating with people who are consistently negative will corrupt a previously good attitude. We know the effect that a bad relationship can have on children’s behavior. As parents, we guard that aspect of their lives zealously because we know the influence of a positive relationship as opposed to a negative association.

Be just as zealous in choosing your own relationships, because they will have a dramatic effect on your personal attitude. Surely, there have been times when you have been around someone who acted like a drain on your battery because they were always complaining and seeing the negative in everything. Conversely, recall when you have been in the presence of someone so positive that their view of the world and circumstances of their life just inspired you.

The truth is you can’t afford to be around people who drain your energy if you expect to create and maintain a great attitude. You need to associate with people who energize you and charge your battery, not drain it. Every day, you have a choice about the people you associate with. Each good decision you make here will add another valuable brick in the foundation you lay in building a stellar attitude.

Write down the names of the five most positive people you know. These people don’t rob you of your energy or leave you feeling the same or worse when they leave; they leave you feeling charged and optimistic, expecting great things.

Now write down the names of the five most negative people that you know. These people don’t leave you feeling the

same either. They leave you feeling drained; their very nature leaves you with less air in your balloon than when you first got together.

Now, write down next to each of their names how much time you typically spend with each of them. Here is what this exercise is all about. You need to become very aware of who the people are with whom you are spending most of your time, and determine if they truly serve you and boost your attitude or detract from it.

From this point forward, maximize the time you spend with those people who invigorate you, and minimize the time you spend with those who drain your battery. You will be pleasantly surprised by the positive effect this will have on your ability to create and maintain a great attitude. The moment you surrender ownership of your attitude to circumstances or to another person, you compromise its power in your life and risk its loss.

Read the types of books and listen to those audio programs that fill your mind with enlightened information that lends itself to the creation and maintenance of a great attitude. Develop an insatiable appetite for positive mental nutrition. Begin to view your travel time as attitude maintenance time. Think about the hours that you spend in your car or commuting every year. What if you made a mental decision to make this time personal-development and attitude-maintenance time? How many hours did you waste last year listening to some silly radio station, or reading material that had no impact on the incredibly valuable asset called your attitude?

Our minds need positive input every day. If we feast on a diet of positive mental food on a regular basis, our minds react favorably and support our cause with a high degree of energy and resilience. The best thing about this diet is that you

don't have to count calories! The more positive mental input you take in every day, the better.

If you want to have the type of attitude that is the foundation for achievement, make the mental decision that your state of mind is just as, or more important than, your physical well-being. Take care of it; invest in it. Read about inspirational people and the attitudes that they exhibited on their way to their great accomplishments. Get into the heads of people who have accomplished what you want to accomplish by listening to CDs, reading books, subscribing to newsletters, going to seminars . . . whatever it takes to put you in a mode of continuous growth. Make a decision that the person you are going to be next month will be more evolved and possess a better attitude than the person you are this month.

### **Dare to Dream about a Better Tomorrow**

People who are on a mission to accomplish great things find having a great attitude much easier because such an attitude comes with a high degree of expectation for a better tomorrow. If you know that tomorrow is going to be no better than today, it is hard to be optimistic in mood and activity. A great many people are trying to achieve goals, but face a problem that can be clearly defined: They have not tied the desires of their hearts to the activity they are about to undertake! They just don't have the right mental attitude to be effective.

Maintain a positive perspective by reconnecting to your dreams on a daily basis. Allow your vision for success to act in the same way as a ground wire does for a lightning rod. Think of your mind as the lightning rod. The negative things that inevitably occur in life and business strike at your thoughts, just as the lightning strikes the lightning rod. However, no matter how powerful the bolt, its force is neutralized

because the ground wire carries the electricity (negativity) harmlessly away.

Throughout your life, bolts of lightning will strike at you. You will experience setbacks and temporary failures. Faced with crushing disappointment, the average person is rocked back on his or her heels. Many never recover. They quietly sink into the quicksand of despair and ultimately accept defeat. However, if you have a dream of which you are in passionate pursuit, you will have a far deeper ability to be resilient in your response to situations that would otherwise affect your attitude in a negative way.

### **Have a Personal Mission and Values Statement That Will Allow You to Reconnect with Your Vision for Your Life**

Create written values, mission, and vision statements, which spell out who you are and what you want your life to become, and keep them close at hand for regular review. (See *The 7-Step System to Building a \$1,000,000 Network Marketing Dynasty* for a clear explanation on creating a compelling, values-based vision for your life and business.) When a setback has left you momentarily disheartened, pull out your written statements and remind yourself of the person you are and of the emotionally compelling vision you are working to achieve. This will help you to refocus on your ultimate destination and reconnect with your passion.

### **Have an Attitude of Gratitude**

Another ingredient to add to the recipe for maintaining a persistently positive attitude is a perspective of gratitude. In our

society, we are constantly bombarded with messages about what we don't have. Despite all these negative messages, the simple truth is that every man, woman, and child wakes up to potential abundance every day. Every person could be bubbling over with excitement about today and tomorrow, but most are not. Being grateful for what you *do* have will help you radiate positive energy. After all, who do you tend to notice first in a social gathering? Who do people gravitate toward and engage in conversation? It is invariably the person with the positive outlook and enthusiastic attitude. Work hard to make that person be you!

### **Live Life with Passion**

There is no more rewarding way to experience life than by living in the passionate pursuit of your dreams. Choose to work passionately to bring about your ideal vision for a dream life, because that is when you are the most alive and when you exhibit a great attitude.

Wake up every morning with an exciting expectation for a greater tomorrow. If you have lost or have never had that feeling, it may be time to move on and re-envision a new and more inspiring future for yourself and for those you love. Examine your life, your associations, and your actions. Move toward crafting a compelling dream. When you have crafted a dream that motivates and inspires you and you are engaged in the passionate pursuit of that dream, you glow as if you are on fire. Now is the time to decide to come alive!

For further information and inspiration specific to the development, maintenance, and protection of a great attitude see *Decide to Have a Great Day* by John Terhune.