



Building a Successful Career

by Chanon Collins

Remember the old adage “how to succeed in business without really trying”? We are all familiar with those particular individuals who practice this behavior whole-heartedly. What is it exactly that charges these people to work below their ability and waste their potential? Dr. Robert K. Cooper, CEO of Advanced Intelligence Technologies, has conducted extensive research into the plethora of distractions that pull people away from utilizing their true potential in the workplace and has found that most individuals use less than 3% of their potential and intelligence capacity effectively.

With complacency knocking on the door of most organizations, it is imperative that those who wish to succeed in business, and in life, begin to work on achieving success. Professional and personal victories are no accident, nor are failures. And thinking about your future goals is not enough to propel you toward your aim. So, what must you do to achieve greatness?

Successful people have excellent work habits. They meet deadlines and do not procrastinate. These people use time to their advantage – they are not controlled by time. Successful people are also extremely knowledgeable about their career, their business industry, and their competition. A well-diversified library is essential to building a successful image and future.

Learn to be a team player. Despite the fact that this piece of advice seems to be thrown around so commonly that it has almost become trite, it still holds merit if used effectively. In a world where there are few truly original ideas spawned, it is a benefit to network with other successful people to glean from their knowledge and to broaden your own.

Set goals that will ensure your success. Long-term goals will guide your direction, but you also need to set short-term goals to sustain your enthusiasm and drive. Don Shula, former coach of the Miami Dolphins, sees

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functioning without direction as “a river without banks – It is just a big puddle.” Without direction, your efforts are stagnate.

Don’t dodge the mundane tasks required for any job. These tasks are usually tedious activities that are essential to the success of your organization. Remember, not everything can be entertaining and invigorating. Try doing those annoying tasks first – this leaves the bulk of your day to focus on your goals and objectives for success.

Always seek out opportunities. Walt Disney did not create his empire by waiting for the loan officers to come to him. He persevered through over 300 attempts at funding before he met with success. Create a big picture for your success, but don’t overestimate your capacity or lose sight of the details necessary to achieve your goals.

Most successful people have excelled because they took calculated risks. Most likely, not all of these risks were positive, but lessons almost always include mistakes. Take a look at where you are in terms of your grand scheme for success. Are you nearing any goals? Try implementing a few of these strategies from other success stories so that you will begin to utilize that 97% of your untapped potential.

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