

SUCCESS
14
SECRET

Be Prepared to Climb from Peak to Peak

Winning is not a sometime thing;
it's an all the time thing.

—VINCE LOMBARDI

JUST AS A mountain climber who has reached one peak must go down into the valley before climbing to another peak, your life and career will be a series of ups and downs. As you've heard, "Life is a process of two steps forward and one step back."

All business life is made up of cycles and trends. There are up cycles and down cycles. Often, trends in business can lead to a complete change in the industry. We see this today with the Internet and the expansion of technology in all directions, which are changing many of our fixed ideas and beliefs about the way business is done.

Develop a long-time perspective. Take the long view in everything you do. Plan two, three, four, and five years into the future and don't allow yourself to get onto an emotional roller coaster with the short-term ups and downs of daily life.

Keep reminding yourself that everything in your life moves in cycles and trends. Be calm, confident, and relaxed with short-term fluctuations in your fortune. When you have clear goals and plans that you are working on every day, the general trend line of your life will tend to be onward and upward over the years.



ACTION EXERCISE

Identify the key cycles and trends in your business. Where is the market going? What is changing and how will you have to adapt to these changes? What steps should you be taking today to be ready to take advantage of the new world of tomorrow? Whatever your answer, take those steps now!