

Attitude and Behavior: The Keys to Winning Results

By Tom Northup, October, 2007

It's not easy to tell the difference between winners and losers. Both dress alike, eat in the same restaurants, shop in the same stores and work in the same companies. They have all types of personalities and physical characteristics. They work in all professions. They may be quiet or outgoing, aggressive or subdued, short or tall.

However, winners and losers differ in three important personal characteristics:

Their *attitudes*
Their *behavior*, and
The *results* they achieve.

When you adopt the *attitudes*, *behavior* and *results* of winners, you shape your own attitudes and behaviors and join their ranks.

Wherever in life they choose to focus their energy, winners are successful.

Attitudes of Winners

Success begins as an attitude. Successful people think like winners. They are enthusiastic. They approach life with the expectation that they can solve any problem and can achieve any goal.

Winners think positively. They face the work day with a "can do" attitude, not a "can't do" attitude. Winners expect to succeed because they know how to overcome obstacles. When a roadblock appears, they draw on their positive attitudes and quickly determine to the best reaction.

Winners have a strong desire to succeed. They understand that their subconscious interprets conscious expectations as goals to be pursued and attained. They expect to succeed; therefore their subconscious minds direct their thoughts and behaviors in that direction.

Winners are supremely persistent. They have an attitude of "never, never, never give up."

They understand that success or failure is always their choice. They have only one boss: themselves. Winners are willing to make a personal commitment and are willing to accept responsibility. They do what is needed because they are personally responsible. They exercise initiative.

Winners understand that they work for themselves. Work offers them the opportunity to develop and grow personally. Thus work is a blessing, not a burden. Work that is directed towards the fulfillment of goals provides a reason for doing more and doing it better each day.

For winners success comes not at the end of the battle, but as the culmination of a game. Every day they work towards the culmination of their long range goals.

Behavior of Winners

Winners don't try to go it alone but build alliances using the expertise of others. They ask questions and listen to the answers. By doing so, they achieve personal best thinking that is far above what they could develop alone.

When you communicate with others in a non-judgmental manner and with the attitude that everything is possible, you will achieve "AHA" moments on a regular basis.

Best thinking is not an event but a continuous thought process. When you ask others to contribute their education, perspective and experience, you will get gems of knowledge that enhance your "AHA" experience.

John Wooden understood this when he said, "It's what you learn after you know it all that counts!"

Winners do not complain. They seek solutions and look for opportunities. They repeat behavior that works rather than continue behavior that leads to failure. They understand that, "No winner ever fell from heaven. Success is learned, not inherited." Knowledge is the key. Winners practice success skills regularly to internalize the knowledge they've gained.

Winners evaluate their personal productivity and always look for ways to improve. They build personal excellence. They understand that regular small improvements in their effectiveness create much greater personal success. They hold to the 1% theory: when we improve our effectiveness just 1% a month, in about five years we will have doubled it.

Aristotle said it well, "We are what we repeatedly do; excellence, then, is not an act, but a habit."

Results of Winners.

Our attitudes drive our behaviors. Our behaviors drive our results. Results define our success.

Just as the attitudes and behaviors of winners are far above the average so are the results they achieve. Their personal productivity is higher. They earn more money and exert more influence on the opinions and actions of others.

Achievement is a way of life. It has no limits. Outstanding achievers realize that ultimately they work for themselves. They understand that as they reach higher, understand more and do better, they discover more and more of their full potential.

Summary

Wouldn't it be nice if we were all well adjusted, goal oriented strivers who produced maximum results because our positive attitudes guaranteed success? Winning can become a habit -- a way of life. Each of us can choose to be a winner. We have control over the way we think about everything we do. We must not set self-imposed limitations. Instead we must work to develop more effective, successful attitudes and watch our lives change to ones of consistent forward progress, to higher achievement and success.

We choose attitudes -- habits of thought -- by either careful deliberation or by careless inattention. Winners give careful attention to the habits they develop because they know that attitudes direct behavior and behavior determines results. In other words, you can change your life by changing your attitudes.

Positive attitudes spawn effective behaviors. Successful people build best thinking far above what they can do alone as they listen and learn from others. They look for opportunity where others see failure or problems. They regularly improve their effectiveness with long term personal growth. They understand the adage that it's not how you start but how you finish the game.

Strong achievement and great results naturally follow effective attitudes and behaviors.

Tiger Woods is the tops in his field. He succinctly sums up winning when he says, "The greatest thing about tomorrow is I can be better than I am today."