

The Entrepreneurship Roller Coaster by Darren Hardy

- 💡 To win in this business, I need to be tough, think big and become skilled
- 💡 I need to push through fear, strengthen my resolve and prepare for what's next
- 💡 I will learn to Model the Masters; and have the courage to live my dreams
- 💡 I will learn to love my business so that I'm ready to persevere through the grind
- 💡 My passion is always available - I just need to ignite it in service of my WHY (including What, How and Who)
- 💡 Once I've found my fight, I will push harder, go farther and hang on longer than I ever would otherwise
- 💡 I will become obsessed about what I do, and maintain an unrelenting desire to get better and better and better
- 💡 If I am going to be a change-maker, then I need to shake the status quo by the shoulders; progress is only achieved through change
- 💡 What does success mean to me? The freedom to invest increasing amounts of my time and resources in pursuit of meaningful outcomes in service to others
- 💡 I will not be negatively influenced by others' opinions - particularly since they will likely be pre-occupied with thinking about themselves
- 💡 I will focus my attention on the lessons and opportunities presented by challenges; I will continue to push myself... fall... and then get back up
- 💡 The most important factor in building a business is sales (big ideas, vision, candidates, teams, etc.)
- 💡 Empathy and service will help me to connect best with others
- 💡 I will focus on how building this business can help address a candidate's deepest needs or fears
- 💡 I will learn how to ask better questions to understand others and what they're after most
- 💡 I will focus on selecting quality candidates who are hungry, appreciative and humble
- 💡 I will focus on finding and selecting A-players for our team; the more we have, the more I'll find
- 💡 The culture of our team will be shaped by the attitudes and attributes of the people I select
- 💡 I will learn to help people with their lives through holistic coaching and mentoring
- 💡 What makes work fun is doing meaningful work
- 💡 The bigger my dream, the more important our team
- 💡 As a leader, I am my only constraint; the most important thing I manage is myself
- 💡 I will set the pace, lead by example and be the change that I want to see in others
- 💡 I will grow others and let them lead
- 💡 I will focus relentlessly on my Vital Factors: Functions (Roles), Priorities (Tasks), Metrics and Improvements
- 💡 I will master my Vital Functions (leveraging the Stopwatch) and find ways to delegate (or say "No" to) everything else
- 💡 I will narrow and clearly define my Vital Priorities; so that all my mental, financial and spiritual resources can be fully invested in them
- 💡 I will define and track progress against my Vital Metrics
- 💡 I will master my Vital Improvements by regularly and consistently applying the things that I learn
- 💡 Courage is not the absence of fear - it's feeling the fear and proceeding anyway
- 💡 I will focus on reality rather than on how my mind interprets things - the fear response will be turned off
- 💡 I focus on the tasks and consistently do the things I fear until they become new strengths
- 💡 I will fail my way to success - matching pendulum swings
- 💡 I will focus on what I want most
- 💡 I will keep my resolve through adversity and nay-sayers
- 💡 I will become the best version of me that I can be
- 💡 I will build our business with integrity
- 💡 I will believe in myself, my teams and others that I meet; we can all succeed
- 💡 Knowing is not enough - we must apply; willing is not enough - we must do
- 💡 I will ensure that my learning leads to action; getting off my butt and doing something positive for someone else