



Four Keys to Driving Success

Put your ownership hat on. You may not own the business where you work, but you own your role in it. So as an owner, here's a question: Why do you do it? What drives your motivation?

Motivation is a frequent topic of discussion in our Sales Management Programs: George is complacent, Mary is detracted, and Joe is lazy; do they have any incentive to change?

The Objective Management Group has evaluated over 600,000 people involved in sales. Regarding incentive to change, there are four strengths that can affect someone's potential for growth and change. These measurements give us a prediction of how much stronger someone can be, how long it will take, and what will be required to achieve their goals.

The four are in areas that allow individuals to clearly assess their areas of motivation:

Desire: Do you have the passion to succeed; does your work get your juices flowing and energize you to perform.

Commitment: Are you willing, within the bounds of ethical and moral behavior, to do whatever it takes to drive success: even if it is uncomfortable, even if you don't want to, even if you think it isn't polite.

Responsibility: Do you take ownership for your results or do you blame the economy, the competition or your company's policies? Successful people don't blame external forces, even if they do have an impact.

Outlook: How do you feel about the marketplace, your company and yourself? Is your self-image strong? Do you see potential in the future?

While all four are important, desire is the most vital. Desire is directly connected to the "Why" question. Ask yourself "why do I do this" in a brief statement. Does that create a burst of energy, a surge of emotion and a sense of pride?

If it doesn't, don't worry. Many people have lost the "juice" that keeps others so engaged in their vocation.

So what can you do? To be overly simplistic, get your passion somewhere other than work, find work that gives you passion, or make a conscious decision to reinvigorate desire in your current occupation.

How? Think back on a situation when you felt energy, emotion and pride. What caused that to occur? For a teacher, it can be the feeling that comes when a student's face lights up when she "gets it", or when a golfer hits the perfect tee shot, or for a fan, when the Bronco's come back from a 24 point deficit to win.

Begin to understand where that feeling comes from and translate it to your work.

The juice is in the "Why"; and the Why is within your reach.

