



# Ten Steps To Excellence

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## 1. Focus

In life, we tend not to get what we would like, so much as what we will settle for.

What is good enough for you?

What will you be devastated at missing out on?

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## 2. Benefit

What will it mean to you to achieve your goals?

How big a prize are they for you?

What exactly will it mean for you?

Do you have a clear picture of success?

Focus on the benefits you will receive.

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## 3. Sacrifice

What extra effort can be made in pursuit of your goals?

How would the greatest individuals of all time prepare themselves for success?

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## 4. Desire

i2i CEO Michael Finnigan once saw the great Sri Lankan cricketer take a diving catch which 99% of people would have given up on.

It meant that much to him.  
How much do your goals mean to you?

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## 5. Discipline

Discipline is a hot topic right now.

Discipline is how you behave when nobody is looking and when nobody will ever know.

Will you work that extra five minutes or make one extra call... or not?

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## 6. Luck

Are you going to rely on it?

Are you going to focus on it?

One thing with luck is absolutely certain; you only get it when you ignore it.

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## 7. Calmness

How are you going to react if things start to go against you?

Will you panic or stick to your plans?

Will you show leadership or be rudderless?

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# 8. Resolve

In the face of any obstacles, will you remain resolutely focussed on your goal or will you quietly set a lower goal?

Will you show resistance to setbacks?

Will interim failure make you stronger?

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# 9. Confidence

Will you display genuine confidence in the way you walk and talk when you do not know you are being watched?

Will your unconscious signals indicate certainty or doubt?

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# 10. ??

To find out the tenth and  
final step, get in touch...

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