

A man in a dark suit, light blue shirt, and red patterned tie stands smiling in front of a city skyline. The skyline includes a prominent blue skyscraper and a river in the foreground. The background is a dark red with a faint pattern of stars.

Business Keys to Success

Lesson 1
Is Your Rudder in the Water?
The Movement of Drift



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Business Keys To Success

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Foreword

Welcome to “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

I’m excited to have you as a valued member of our 5 month training and home study course program and I am looking forward to supporting your business and personal growth.

Before we begin with the inaugural training session there three important things I need to mention to you...

What’s In Store For The First Five Weeks.

I want to give you just a quick look at what we’ll be covering during the first 5 lessons... The focus in the first five lessons is preparing your business and you to grow and be successful. After all, you can’t successfully build a house without a solid foundation. The same holds true for your business and life. Here, in the first five sections is where you are putting your business and personal foundation in place to have successful growth.

Lesson #01: Is Your Rudder In The Water? The Movement Of Drift

Lesson #02: Crossing The Wrong Finish Line? Motivation Alone Is Not Enough.

Lesson #03: Too Much Of Nothing? The Movement Of Educated Procrastination

Lesson #04: Crashes And Dropped Plates? Movement by Design

Lesson #05 Progress Set Free? Goals And Truly Forward Movement

These first five lessons are about focusing your commitment and accelerating your movement to having the business and life you desire. They are the critical elements to putting in place the foundation for your business and personal success.

You will need to carve out the time to complete the home work in each section. Most of the time this will be a half hour to an hour.

Lessons 4 and 5 will require you to stretch yourself and more of your time. Since you are serious about your progress I know you appreciate the fact that it takes time and commitment. The only way to have the business and life you desire is to put something in before you can get something back out.

Why You Should Never Cancel

There are many reasons why you should stick with your membership (it’s great training, if you keep quitting one thing and going to another you’ll never get anywhere, even if you don’t use it all now you can archive it to use later, etc.) But there is an all-important reason that I have to warn you about from the beginning. Each of your lessons is sequential and delivered by auto responder.

That means, if you decide to cancel and rejoin at some point in the future, you'll have to start all over again with the very first lesson.

There is no "picking up where you left off" with this training program. I *strongly* encourage you to stick with this for the entire 5 month duration... trust me when I say that you'll thank me in the end.

URGENT: Your Email Address... Potential Delivery Problems

There are a couple of ISPs that are spam trigger happy and unfortunately yours may be one of them. Often times whitelisting Steve@TheHoustonBusinessCoach.com will remedy this. However, in some cases it is necessary to use a different email address.

Please check your email and if you do not receive the "welcome" email within 24 hours then I recommend you get a free Gmail email address (not Yahoo or Hotmail as they are trigger happy too!) to use for these lessons.

You can get a free Gmail email address in just a few short minutes at <http://mail.google.com/mail/signup>. Once you have done so, please email me back and I'll manually reconcile the new email address to your account so you'll properly receive the lessons.

Now that we've gotten the housekeeping out of the way, let's get to the reason why you are here... the lesson!

Introduction

Your first lesson is about failure. You may say, "Wait a minute. I thought this course was about my success." It is about your success.

One of the keys to success is recognize failure for what it truly is. Secondly, you must recognize failure early enough to do something about it.

If you know how to recognize failure and what to do about it then you will have success.

Here's the problem. Most people think of failure as one grand event. For example, you see a store close. It failed and its owners are experiencing failure. But, what if they had recognized what was leading up to the ultimate failure and were able to do something about it?

Your first lesson will look into failure and how you can recognize it. After all, do you think there would be more success and less failure if people knew how to recognize failure and did something about it?

Of course there would be more success. As General Douglas McArthur once said, "All military defeats can be explained by two words, too late. Too late in anticipating or recognizing the problem. Too late in putting together a plan to solve the problem. And, too late in executing the plan."

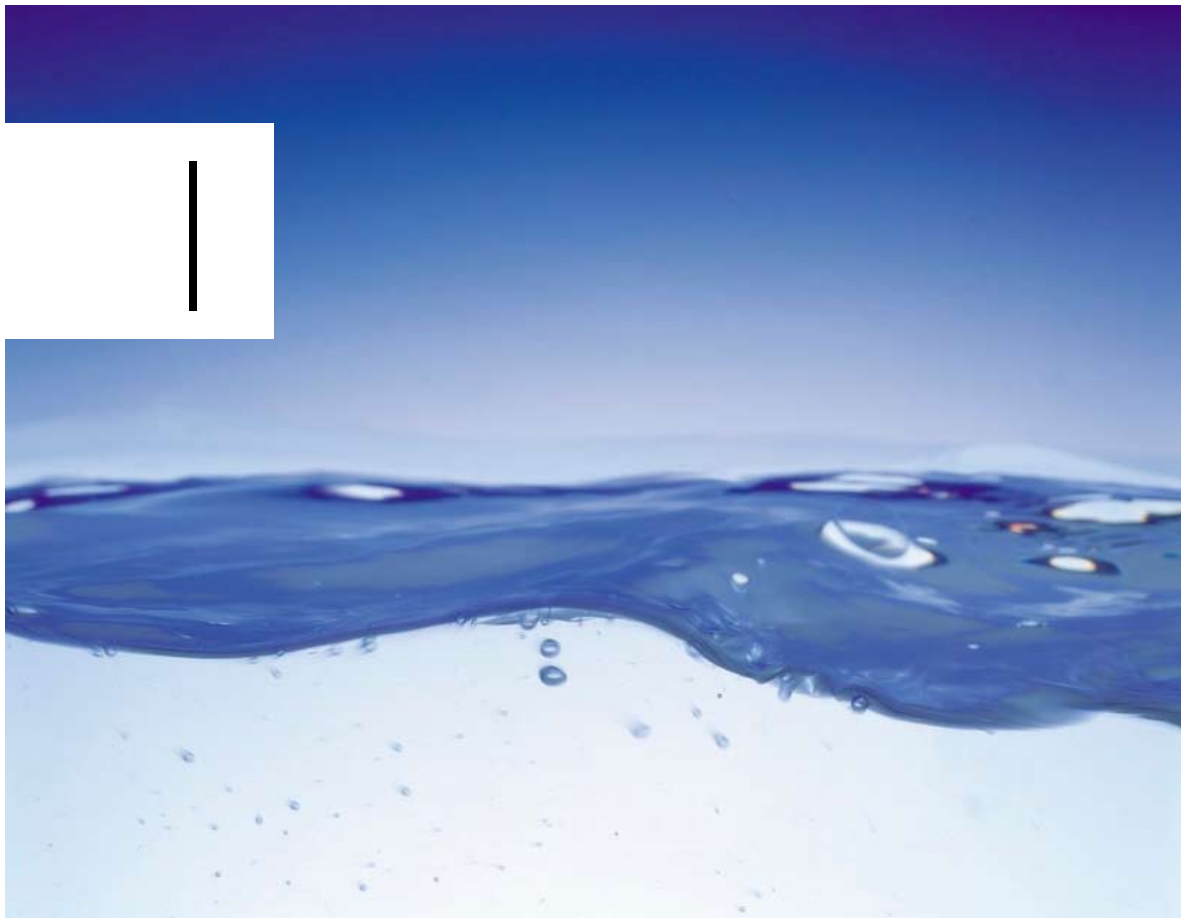
That's pretty straight forward. Very often, failure is about being "too late".

Let's get started. Put your rudder in the water and start navigating the ship of your business to the freedom, abundance and success you desire.



week

1



Is Your Rudder in the Water?

The Movement of Drift

Hello, Business Keys To Success Members


Welcome to Module 1—the Movements To Prepare To Set the Sail.

In this module we will be exploring the movements that we must be aware of in order to move toward success. After you have your own awareness of the movement to success, then you can set goals to design the business and life you desire. Sections 4 and 5 will set you on a course to become more and fulfilling the vision of the business and life you want.

As you start on your journey keep in mind that you will be discovering many exciting things that will enhance and show you the “how to” in moving toward your success. You will learn to have a life of

“Progress Set Free and The Movement of Success” and “How to Get off the Treadmill and Move Forward in Your Business and Your Life.” Let’s get started with this week’s look into the first step to setting yourself free and getting off the Treadmill.

The first step to getting off the Treadmill and truly be moving forward is to eliminate or minimize “drift”. What is “drift”? **Drift is movement or motion not in alignment with your purpose.** Your purpose is what you must be doing to achieve your goals. Drift will keep you from being on purpose, achieving your goals and from being all that you can be.



Think about this. A sprinter has a goal to break 10 seconds in the 100 yard dash. He knows he has to train 6 days a week. Yet, he only trains 4 days a week because he enjoys swimming. Swimming takes up a large part of his time. It is exercise and it is good, but it is not on purpose. Drift has set in and he will never achieve his goal, although a large part of his movement in life is directed toward his goal of breaking 10 seconds. Drift in activity and movement away from his goal has taken him off purpose. Every time he races he gets near the 10 second mark but can never break it. If he only had a little more focus and direction in his movement he could achieve his goal.

Over time frustration sets in. He no longer trains as hard. His times get slower and finally he decides to quit his promising career as a sprinter. It wasn't lack of ability that kept him from achieving his goal. It was drift. He never committed to **putting the rudder of his dreams and goals fully in the water.** When you set your sail, you must be fully committed to holding the rudder and steering yourself to your destination. You cannot depend on someone else to come along and steer for you and to get you back on course.

We start with Drift because it is the most subtle and deadly of all forms of movement. In fact, when you drift you are accumulating mistakes over a period of time that will lead to failure. Failure is defined as not becoming all that you want in your business and your life. There are several ways to counter drift and to live a life on purpose to achieve all that you want.

To set your progress free and to get off the treadmill you must develop new disciplines. Without new disciplines nothing will change. You still will use your time the



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same way. You have to start somewhere. Start with the small things that will make your business or your life better. Then you will have the confidence and discipline to take on the bigger things. Life is going to throw us some pretty big challenges and if we can't handle the small ones we don't stand a chance with the big ones. Think about this. You want to run a business that takes care of the customer exceptionally well. Yet, your home is cluttered and you feel overwhelmed. Who are you kidding? So start with the small things and work up to the bigger ones. You will feel better about yourself, your business and your life.

A second way to set yourself free and to receive greater quantities of progress is through the people you associate with. Associations are absolutely critical in keeping you on purpose and off the Treadmill. You have to let the right people into your life to help touch, shape and mold you into something better. You cannot do it alone.

You may have a number of nice people in your life. That's great. Yet, ask yourself if they are nudging you in the right direction. Are they helping to move you toward being more? Many of us hold onto relationships out of habit or obligation. Take a look at your relationships. Are they keeping you in alignment with your purpose? Are they helping you to achieve your goals? Are they stimulating you to be more? Or, are they moving you to be less? If they are moving you to be less they must be limited or replaced. Only then can you create more time to bring better relationships into your life. When you move to better relationships, that help keep you on purpose and minimize drift, then you can truly progress forward and get off the Treadmill and be free.



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Questions For Reflection & Evaluation

In our discussion on discipline:

Q. If your level of success is dependent on disciplines what are some of your current disciplines that bring you success?

Q. What are some habits that you would like to alter or eliminate?

Action Steps

Q. What are some new disciplines that you need to develop to take your business and you to the next level?

Q. What new disciplines will you commit to doing starting now?



Relationships

Q. What attitude do you have about people in general?

Q. What are the relationships that bring value and are uplifting to you?

Q. How are they helping you to become more in your business and life?

Action Steps

Q. How could you alter your attitude to improve your relationships?

Q. What can you do to expand the ones that bring value and are uplifting?

Q. What will you commit to doing now to bring new people into your life?

Coming Up Next

What Do You Do When Motivation Alone Isn't Enough?

We must have motivation to be successful. Yet, even with motivation we can fail. Discover some timely tips to see if your motivation is taking you in the right direction. And, discover what you can do to have your motivation take you to the business and life you desire.

This week you have started on a process to start designing the business and life you desire. Society and life says that success in business and life is about outcome. In reality success is about process. Process determines outcome. Follow the process to start achieving the business and life you desire.

Thanks for being with me.

A handwritten signature in black ink, appearing to read 'Steve Scott', written in a cursive style.

Steve

P.S. - The formula for success works. The only question is whether or not we will follow the formula.