

A man with short brown hair, wearing a dark suit, light blue shirt, and a red tie with a geometric pattern, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The title 'Business Keys to Success' is written in large white letters on the left side of the image.

Business Keys to Success

Lesson 8
Nice, Nasty Or Necessary?
Associations, The Mind,
Performances and Movement



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Business Keys To Success

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Foreword

Welcome to Week 8 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Week 7 focused on self-association. Your self-talk and how you perceive yourself is critical to your success.

Other relationships may come and go but the one you have with yourself is always with you. This week focuses on your relationships with others.

To this point you learned about failure and what to look for. How motivation alone may not be enough. And, you learned how education can actually hinder your success.

Then you spent two weeks on goal setting. You charted the course you want for your business and life. Now that you have a course to follow, you learned how to make those adjustments that are going to be necessary to move forward to having the business and life you desire.

Next, you looked into the relationship you have with yourself. You must like and believe in yourself for others to lift you up. And, you must know how to treat yourself.

This week takes the next logical step. Having the business and life you desire depends not only on your relationship with yourself but on your relationship with others.

I believe you will find this interesting and fun.

Introduction

Much has been written about relationships. You can learn about how to have great relationships. Or, how you can recognize poor relationships. The list goes on and on.

The central point of a good business is relationships. You have to have them. Are they all going to be good?

The short answer is “No.” Sometimes you don’t have a choice. But, you do have a choice in how you manage your relationships.

I have seen more small business owners, using the reason as “business”, maintain and actually expand relationships that end up being detrimental to their business and in some cases killing it.

I passionately believe that your ability or inability to manage relationships is core to your success. Yes, you can have challenges with cash flow, marketing, sales, personnel, production, etc. But, with good relationships much of this can be overcome.

Think of it this way. Let’s say you have a business with good cash flow, a marketing business plan, sales strategy, qualified personnel and you deliver a good product or service. Over time if your relationships are poor all this good will be sabotaged.

People can and will sabotage the best of businesses when there isn’t an emphasis on good relationships. Good relationships involve many things.

Three of the most important ones that you must have for your business to succeed are that people must know you, like you and trust you. That all gets tied up into a package of respect.

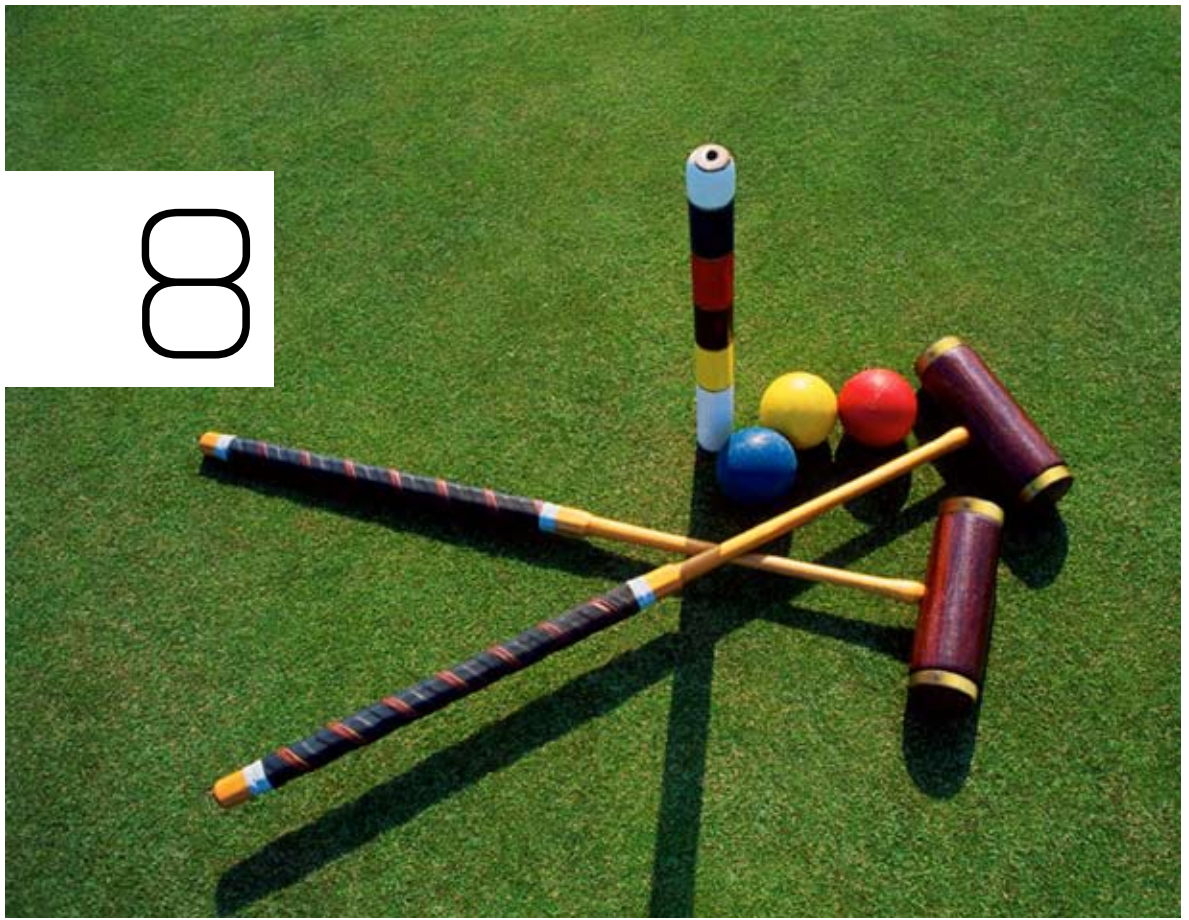
The most important of these three is trust. As you move through this section you will discover things you can do to improve your relationships, your time management and your business.

Are your relationships nice, nasty or necessary? Let’s get started to finding out what works for you.



week

8



Nice, Nasty or Necessary?

Associations, The Mind, Performances and Movement

Hello, Business Keys To Success Members

Welcome to Week 8 of the Business Keys To Success. At this point you have had time to reflect and evaluate your self-talk and how you are associating or relating to yourself.

The eighth week to setting yourself free, getting off the Treadmill and truly be moving forward has to do with relationships with others. Last week we explored our relationship with ourselves. We must understand that. Once we understand how we are relating to ourselves then we can better understand how we are relating to others. You may ask, why are relationships critically important?

The awesome power and influence of our associations is the impetus for accomplishing great things or having a life of great things that were never accomplished.

We are dependent on others for our success short term and long term. The quality of our lives is measured by the quality of our relationships. Last week we discussed that in order to become more and attract more we must have good relationships. The first good relationship we must have is with ourselves.

This section on relationships is critical.



In fact, you can have goals and affirmations and a wonderful vision of the future. But to get off the Treadmill and move forward to fulfill your affirmations, goals and wonderful vision of the future not only must you move toward having a good relationship with yourself, but with others. **And, in looking at your relationships with others you must ask if they are nice, nasty or necessary.** All relationships fall into one of these three categories.

If they are nice that means that you feel good about yourself when you are with that person and that they help you to be more or their influence nudges you in the right direction. These relationships need to expand. If they are nasty then these are people that you need to delete. These are the ones that drain you of your energy, focus and achieving your goals. Necessary relationships are ones that you have to have. With those you can decide to either limit or expand them. These are the most difficult challenges because this is where you have to set boundaries, if you are to stay on course with your goals and your vision of the future.

Good relationships encompass many things. You must be a good listener, communicator, do what you say you are going to do, be able to set boundaries and more.



First and foremost you must have a good relationship with yourself. Once you have that you can give it to others. As it is said, you can't give what you don't have. Make sure you

are working on yourself.

When you do you will attract more of the nice relationships and fewer of the nasty ones. With more nice relationships you will move more quickly to get where you want to go.

The Ape Story is an example of the incredible power of associations. Like the apes, we can be in a cage with our relationships and not even realize it. Note in this story that all the relationships were necessary. The options of nice and nasty really don't come

into play. When behavior was appropriate things were nice. When it wasn't things were nasty. All the apes probably were nice. They just weren't aware of the relationship process they were in. Always be aware of who you are associating with and why.

The awesome power and influence of our associations is the impetus for accomplishing great things or having a life of great things that were never accomplished.



The Ape Experiment

Five apes were put in a cage. In the cage was a set of stairs and at the top of the stairs was a banana hanging from the top of the cage. Very soon one of the apes started to climb the stairs toward the banana. As soon as he touched the stairs he and the other apes were sprayed with cold water and he climbed back down without the banana.

After a while another ape starts up the stairs. And once again, he and the other apes are sprayed with cold water. Their goal of the banana is still unfulfilled.

Now the water is turned off. At this point a third ape starts to climb the stairs and much to his horror he is attacked by the other apes and prevented from climbing the stairs. Now all five apes in the cage are not even going to get near the stairs and try to get the banana.

Here's where it gets interesting. At this point, one of the original apes is removed and a new one, with no experience is put in its place. Not knowing any better, the newcomer goes to the stairs and is immediately attacked by the other apes.

Now we remove another one of the original apes and replace it with a new one. This newcomer goes to the stairs and he is attacked, too. And, the previous newcomer participates in the attack with enthusiasm.

Next, a third new ape is brought in to replace another one of the original apes. He goes to the stairs and he is attacked as well. Remember, two of the four apes in the cage have no idea why they are attacked for trying to climb the stairs or why they are beating up on the new one.

After replacing the fourth and fifth original apes all the apes that

have been sprayed with cold water are no longer in the cage and none of them will approach the stairs.

Why not? There are a couple of lessons to be learned from this story. First of all, relationships without a solid understanding of where they are leading you can be disastrous. The power and influence of the associations ultimately would cause these apes to starve themselves. Letting others unduly influence your life is a prescription for starvation. Your needs won't be taken care of. Over time you will become less and so will your life.

Secondly, people keep relationships that they have either outgrown or which are no longer useful Why? Just like the apes those relationships have been in place so long that this is just the way it is. It's the way things have always been. If you are continuing relationships because that is the way it has always been you need to examine whether or not this is helping you.

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Questions For Reflection & Evaluation

Relationships

Let's examine relationships a little more closely. This can be very uncomfortable. I am not saying to get rid of friends, relatives, spouses or associates. I am asking you to give an honest evaluation of how your key relationships are impacting you. You can determine later what is best to do for you. After all, it is your life, not theirs.

Who are your 10 most influential relationships.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next to each name decide which ones you need to grow, which ones you need to restrict and which ones you need to eliminate.

Q. It's important to look at your relationships and ask ourselves three questions:

1. What are they doing to me?

2. How do I feel about them?

3. And, where are they leading me in terms of my goals and being fulfilled?

Action Steps

Next, look at your relationships and decide:

1. Is this a relationship I need to grow?

a. _____

b. _____

c. _____

d. _____

e. _____


f. _____

g. _____

h. _____

i. _____

j. _____



2. Is this a relationship I need to restrict?

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

3. Is this a relationship I need to end?

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

g. _____

h. _____

i. _____

j. _____

4. What must I commit to doing right now with each of these relationships?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- j. _____

5. List 10 people that you would like to create a relationship with.:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- j. _____

With the relationships you are terminating you can now open the door to new relationships that will better help you get where you want to go.

Take your top three and commit to contacting them this week.

- a. _____
- b. _____
- c. _____

Coming Up Next

You have been focusing on relationships

This section takes a look at your responsibility in relationships.

The points are simple yet they pack a punch. This section combines some of what you learned in weeks 7 and 8. In week 7 you learned how you relate to yourself is important. And in week 8 you gained insight you're your relationships with others and how to manage them.

These are very important. This week ties these two lessons together from another perspective. You will gain an awareness of how you are projecting yourself to others.

If you truly are not aware of how you are coming across to others then you will have continuing challenges that will absorb your time and focus.

Consider this next section as focused on how you are marketing yourself in relationships.

You can study and read a great deal about relationships. Yet, the real thrill and sense of accomplishment comes when you put these things into practice and you can see the success that you are seeking.

You have taken in a great deal of information to this point. My wish for you is that you have acted on a large part of it.

If you are feeling that you may be stuck or overwhelmed then one on one coaching may help you accelerate the process of your successful performance.

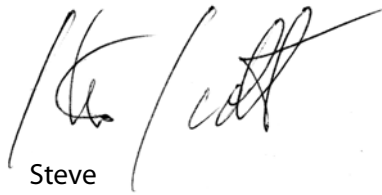
If you would like that one on one support and accountability to move you to the business and life you desire more quickly then personal coaching may be what you need.

You are serious about your success or you wouldn't be a member of Business Keys To Success.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

P.S. - Take a look at your relationships. Are they moving you toward a life and business of great things accomplished? Or are they leading you to a life and business of what could have been or should have been? Choose your relationships wisely.