

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 text 'Business Keys to Success' is overlaid on the left side of the image.

# Business Keys to Success

Lesson 13  
Consequences Self-Interest vs.  
Self-Righteous Movement



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# Business Keys To Success

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# Foreword

Welcome to Week 13 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

In Week 12 the focus was on money. But, as you discovered there is a much larger story that goes with money. In order to have more money one has to be prepared. If opportunity comes and you are not prepared, as it did for one company, then you are more likely to lose ground and not grow.

Business is a battleground. There is a battle within your self to get out of your comfort zone. There is a battle internally to deliver the best product or service. And, there is a battle in the marketplace to successfully market and sell your product.

Regardless, in all these instances a good relationship with yourself and others is crucial to producing opportunities to succeed and to grabbing them when they arise.

This week’s training involves attitude. There has been a great deal written about attitude. Is your attitude moving you in a direction for success? Let’s get started to discover an attitude key to success.

# Introduction

One of the most instructive things you can do to promote you and your success is to seek feedback from others. Too often, we move forward without checking with others as to how our message is being delivered.

When you are self-employed you do have a message. In fact, everyday you are delivering that message to any one involved with your business.

Without having other people to mirror back to you how you are delivering your message or how you are promoting your business it becomes more difficult to stay on track for your success.

You may think that what you say is important. And, it is. Also, how you behave is important. But, here's what people will remember after you leave.

They will remember how you made them feel. If you have a conversation with someone and then don't see them for a year here's what will happen in most instances.

A year later no one will remember exactly what you said. And, no one will remember exactly how you behaved. But, they will remember how you made them feel.

As you are out there marketing yourself and your business it is important to keep this in mind. Business is a competition. In the end, with all other things being equal, the business will go to you because of how people feel about you and your service.





week

13



# Consequences

## Self Interest vs. Self-Righteous Movement?

*Hello, Business Keys To Success Members*

Welcome to Week 13 of the Business Keys To Success. Last Week we looked at our personal and business assets and how to compound them for more in business and life.

This week we will be looking at the movement of how to go about doing this successfully. For our movement to be successful in compounding ourselves, our business and our relationships we must understand how we are truly influencing others. To influence others and to make those great deposits in our personal, business and financial accounts that can be compounded for more growth, we must

have **the right attitude**. For your business what we are focusing on is how to have the right attitude for marketing and sales.

A great deal has been written on attitude. Yes, your attitude is your own. We have heard that **your attitude will determine your altitude in life**. All of this is true. Yet, how do we go about keeping a good attitude about ourselves and others. We know if we don't have a good attitude about ourselves that keeps us from growing. We know if we don't have a good attitude about others that it consumes energy, takes us off track and drains us and our businesses.



It is not possible to always have a great attitude. But, it is possible to have an attitude that keeps you in the game. Yes, you can feel anger, disappointment and more but you have to manage them in your personal and business lives. All of us are subjected to circumstances and things. We all have relationships that can present a challenge. The question is how to keep our movement on purpose with minimal down time. Everyone would like a quick “How To” on how to keep a good attitude. The following doesn’t eliminate anger or disappointment but it can help to minimize your down time and get your movement back on purpose more quickly.

### What’s Right

We will focus on two aspects of attitude that can help keep you in the game. First, if dealing with a challenge in a relationship situation always focus on “What’s right.” This is absolutely critical. This keeps the focus on the problem and the opportunity that comes from solving the problem. Many times we get into “Who’s right.” This is when we become self-righteous. And, **when we become self-righteous we are focusing on “who’s right” and moving away from being back on purpose with “What’s right”.** That is guaranteed to take you far off from “what’s right” and to consume more energy and time getting back to the solution based focus of “what’s right”. For our time



to be effective we must use it purposefully. And to be on purpose we must have activity that takes us toward achieving our goals. When we are moving on purpose we start to

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Being self-righteous is the Pinata Psychology. We set ourselves up as a Pinata to be constantly whacked and hit by others.

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compound interest. Compounding interest, as we learned in the previous chapter is a movement that makes us more and brings us more than just money. Compounding can only happen with an attitude of “what’s right.”

### Is This The Way An Important Person Thinks?

The second aspect to preserving your attitude is to ask yourself this question. Is this the way an important person thinks? What most of us forget at times is that we are the most important person in our life. That’s right. Think about it. Without you your life would



not continue. So, how are you treating you. Some people might accuse you of being selfish. In reality you are acting in your own self-interest. Acting in your own self-interest is good. Being self-righteous, as noted before, is not. **Being self-righteous is the Pinata Psychology. We set ourselves up as a Pinata to be constantly whacked and hit by others.** We don't feel that important and set ourselves up to be hit. It's okay to feel anger, disappointment, anxiety and fear. But, how are we managing it? If we are the Pinata, we are not managing it very well. Most people, for example, don't have an anger problem. What they may have is a challenge in how they manage their anger.

We all sail the sea of life. You are the one holding your own rudder. How are you steering your course? If you remember that you are an important person you will more often get back on course more quickly, have more energy and keep your movement on purpose. The detours on road of life are to be expected. Crashes on the road of life do happen. But, in a large number of cases, with the right attitude they can be avoided or at the worst become a temporary detour.



## What's Right - A More Lasting, Positive Impact

History tells us that the ministry of Jesus Christ lasted about 3 years. Jesus knew that the Pharisees always were trying to find a way to bring about his demise. He knew his mission was to spread the word of God. And he was very tough minded in carrying out his mission. In Mark, Chapter 2 we see Jesus and his disciples picking grain on the Sabbath. The

Pharisees are telling him that he is wrong to do that. There is no work to be done on the Sabbath. He counters with a story about David that justifies what he is doing. It is a story that the Pharisees themselves teach. Not only does he pick the grain to eat but he sits down in the temple with people that

the Pharisees consider to be undesirable. Then he also heals a man's withered hand. He does all this on the Sabbath which is considered a day of rest.

The point is that Jesus accomplished a lot that day and in his short ministry

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because he was righteous in his mission. He avoided being self-righteous. His movement was toward righteousness because it allowed his message to be heard. He was more about “what’s right” as opposed to “who’s right”.

The lesson from this passage in Mark is that if we are self-righteous in our mission one of two things will happen. First is that we will build a wall of resistance around us to where our mission is continually wasting energy and motion against the wall. As a result, few people hear our message. And, if we irritate enough people they might just take us out. Take us out like they take out the Pinata with their blows.

The second consequence of self-righteousness is that we and our mission can be assimilated. We expend such great energy or “Who’s right” that we wear out, give up and our mission and message go away without any true impact. As with the Pinata, in the end there isn’t much left.

## Summary

From the story we see that it is best to be righteous in our mission. If we have an attitude of self-righteousness we may have our way for a while. Ultimately, our self-righteousness will create animosity and resistance which takes our movement and our lives off purpose.

Very often this self-righteous attitude shows up in the way businesses market themselves. They or an individual tells you they are the best and that you are crazy for considering any one else. And, in the process, very often they will feel compelled to tear down their competitors.



Ultimately, their arrogance and self-righteous attitude will bring them down.

Being righteous will more readily get you where you want to go. You are interested in “What’s right”. Self-righteousness will either isolate us, destroy us or cause us to be assimilated. It is based on “Who’s right”. When—“you treat yourself as an important person” you will think more about “What’s right” and your business and life will move forward much more easily, allowing you to accomplish what you want sooner.

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# Questions For Reflection & Evaluation

## Are you right?

Q. Identify areas where you have had or do have a self-righteous attitude.

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Q. What has having a self-righteous attitude done for you?

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Q. Identify areas where you have a righteous attitude

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Q. What has having a righteous attitude done for you?

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## Action Steps

Q. What is one area of your personal life that you will commit to having an attitude change? How will it help you?

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Q. What is one area of your business life that you will commit to having an attitude change? How will it help you?

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Q. Have you heard the term “Pinata Marketing”? That’s where you go out everyday and get hit like a piñata. It’s a short term marketing strategy that beats you up and wears you out. Ultimately, it is another way to become assimilated. Assimilation is failure to carry out your righteous mission. Do you have “Pinata Marketing” in your business? If so, what is it? How can you work to lessen it or eliminate it?

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# Coming Up Next

## **With every undertaking, including starting up a new business**

and running a new business, there is a probability of success or, conversely, a probability of failure.

Each of you brings into your business certain attitudes and beliefs. The question is whether these attitudes and beliefs are enhancing the probability of success.

The key is to determine what is working in your favor and increases your odds for success. In the next session we will explore how you can put the odds in your favor, not only in the short term, but over the long haul.

Part of owning your own business is that at times you will be stuck. Maybe you are feeling like a hamster on a wheel. The hamster expends a great deal of energy but the scenery changes very little.

If you are looking for the scenery to change in your business and life then one on one personal coaching can help you change direction.

When you are coached you are saying that I no longer want to be ordinary. I want to be extraordinary. You are committed to creating a future where you will become more and have more.

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](mailto:Steve@TheHoustonBusinessCoach.com) for a free, no obligation conversation about your future and your success. Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

***P.S. - Success is about how you make others feel. If people feel good about you and your business it will grow. When you put the focus on others they will mirror back to you how you are doing. Take that information and make the mid-course adjustments. The road of success is not a straight line. It is a road with a clear destination that is reached successfully through many adjustments.***

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