

# Success *is an Attitude!*



*Character*



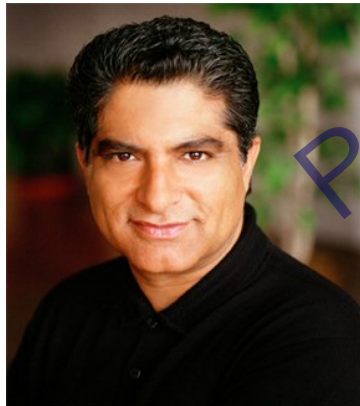
*Team*



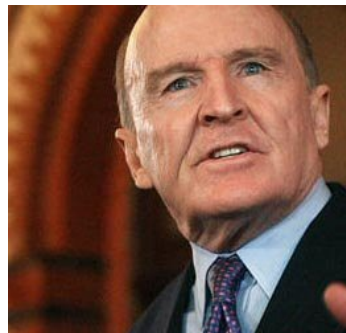
*Passion*



*Optimism*



*Joy*



*Motivation*

A short film by Success Television

## For the Trainer .....

This guide helps you and your team to explore six concepts of success and how they relate to your organization. Each famous person exemplifies and explains one of the six concepts presented in the video:

**Character**

**Joy**

**Passion**

**Team**

**Motivation**

**Optimism**

We provide a transcript of each leader as well as his/her background so you can discuss these traits of success at your company and what it means to your team.

Show the video in its entirety and then discuss each trait and its meaning and application to your business. We have included questions to spur discussion.

There are so many facets to success. Depending on the amount of time you have with your team, you can discuss one, several or all of the attitudes of success.

**Go for it!**

# Stephen Covey

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**Stephen Covey** is the author of the best selling book, "The Seven Habits of Highly Effective People" It has sold 20 million copies.

These are the seven habits:

1. Be proactive.
2. Begin with the end in mind
3. Put first things first
4. Think win/win
5. Seek first to understand, then to be understood.
6. "Synergize"
7. Sharpen the Saw

In the video, Covey talks about the role of **Character** in success:

"Our character is basically a composite of our habits. Because they are... unconscious patterns, they constantly, daily, express our character."

"Primary success comes from primary greatness, your character.

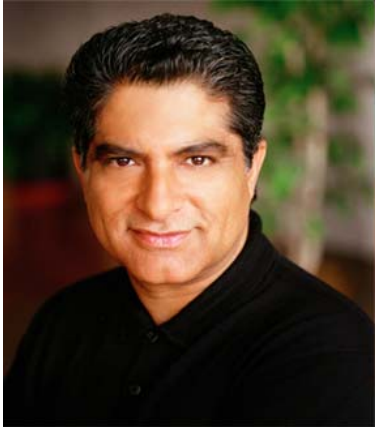
I think that if you are not courageous, visionary, disciplinary, how are you going to accomplish getting the things you want to get, whether they're material things or, say, a beautiful family culture? So that's why being precedes doing."

**Ask these questions to draw out a discussion:**

1. What do you remember that Stephen Covey said?
2. When he mentioned, "being precedes doing," what does that mean to you?
3. When he said, "If you are not courageous, visionary, disciplinary" did that strike a chord? What did you think? Can you give examples when you or your team showed any of these traits at work?
4. What character traits do you admire?
5. Name some successful people you know in business, history...any facet of your life? It could be a close relative or a neighbor.
6. What are the character traits of these successful people?
7. What character traits do you need to succeed in your career or with your team?
8. What stands in your way and what character traits would you need to succeed?

# Deepak Chopra

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**Deepak Chopra** is the author of “7 Spiritual Laws of Success” and numerous best-selling books.

Dr. Chopra's work is changing the way the world views physical, mental, emotional, spiritual and social wellness.

In the video, Chopra talks about the role of **Joy** in success:  
“Nothing is more important than reconnecting with your bliss. Nothing is as rich. Nothing is more real. ”

“I’m still surprised by the success that I’ve achieved. And, I don’t think success really ultimately is about achievement. Success is about having fun along the journey. You know, if you’re enjoying what you do, if you’re part of the ecosystem, if you provide a service that benefits a person, then success is a byproduct.”

## Ask these questions to draw out a discussion:

1. What stood out to you about what Chopra said success means to him?
2. What service do you provide that helps co-workers, clients or customers?
3. What facet of that service gives you the most joy?
4. What part of your job do you enjoy the most? How does it help or serve the company?
5. Where can you find more joy in your work every day?
6. When you focus on helping others; teammates, customers, your boss; how does that make you feel?
7. Can you describe a time when your help on a project, as a mentor or contributing ideas made a difference?
8. How do you want to increase your contribution at work that would give you more joy?

# Anita Roddick

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**Anita Roddick** founded the Body Shop, a chain of cosmetics stores promoting causes like ending animal testing and saving the environment

The New York Times described her this way: Working on behalf of numerous causes — the rain forest, debt relief for developing countries, indigenous farmers in impoverished nations, whales, voting rights, anti-sexism and anti-ageism, to name a few — Ms. Roddick believed that businesses could be run ethically, with what she called “moral leadership,” and still turn a profit.

The Body Shop went public in the mid 90s. In 2006, it was sold to cosmetics giant L’Oréal for about \$1.14 billion.

In the video, Roddick shows the role **Passion** plays in creating success:

“To succeed you have to believe in something with such passion that it becomes a reality.”

“I believe you have to have a bottom line that incorporates human rights, incorporates social justice and you have a real protection for that silent group, the environment.” (Interviewer asks: Why are you so energized by injustice?) “Number one, the alternative is death. Number two... (Interviewer: death to you, your spirit?) “Yeah, yeah. Undoubtedly. Number two is I have enormous resources and influences. So I’m a great believer that with the influences I have and the distribution network I have, I’ve got the power to change.”

## Ask these questions to draw out a discussion:

1. What stood out to you about what Anita Roddick said?
2. How does passion bring about change or move a project or team forward? What are some examples that you’ve seen of this in your job?
3. What aspect of your job do you feel most passionate about in the context of improving your performance as a leader?
4. Where do you see passion in your team? How are you supporting this passion?
5. Is there a project your team is passionate about? Can you create one?

# Senator Bill Bradley

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**Senator Bill Bradley** served in the U.S. Senate for nearly 18 years, representing the state of New Jersey. In 2000, he was a candidate for the Democratic nomination for President of the United States.

Prior to serving in the Senate, he was an Olympic gold medalist in 1964 and a professional basketball player with the New York Knicks from 1967 – 1977 during which time they won 2 NBA championships. In 1982 he was elected to the Basketball Hall of Fame.

© 2008 The Office of Bill Bradley

In the video, Bradley talks about the role **Team** plays in creating success:

“You can define success by how many points you score. I don’t define success that way... (it’s) for the team to win.”

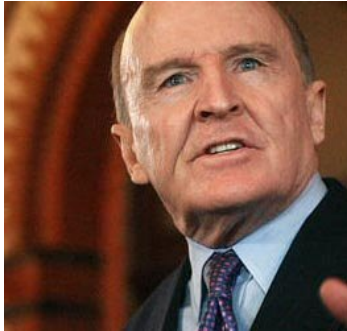
“You can say that you can define success by how many points you score but, that’s not how you define success, I don’t think. I’ve found that the athletes, the basketball players who define their success by their individual statistics ultimately become dissatisfied. And the really tragedy is that many of them who define themselves in terms of their individual statistics, only realize when it’s too late that the most important thing was for the team to win.”

## Ask these questions to draw out a discussion:

1. What stood out to you about what Bill Bradley said?
2. How do you weigh your individual performance against the performance of your team?
3. What is a team win in your organization?
4. How can you contribute to make your team win?
5. How do you weigh individual performance and accountability with team performance?
6. What support do you need for the team to win from individuals in the team?
7. How can you celebrate a team win?

# Jack Welch

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**Jack Welch** was the Chairman and CEO of General Electric for nearly two decades. He cut bureaucracy, layers of management, believed in candor, high energy and informality with a sharp focus on people.

He grew up in Salem, Massachusetts as the only child of a train conductor. He learned self-confidence from his mom who explained that he stuttered because his tongue couldn't keep up with his mind.

Welch was a motivational genius. When he left GE, the company had risen from a market value of \$14 billion to \$410 billion at the end of 2004, making it then the most valuable and largest company in the world.

In the video, Welch talks about the role **Motivation** plays in success:

"Getting self confidence is at the heart of success in every aspect of life.

I've learned that mistakes can often be as good a teacher of success.

It's all people. It's picking the best people, motivating the best people, its rewarding the best people. Always stretching them. Setting the bars at wild levels and not punishing shortfalls. Your job as a leader is to go around with a pump and pump self confidence into people so they can be the best they can be. When we talk to a manager at a level four levels down, three levels down, we tell them, that's your job! Your job is to make everybody feel 6 feet tall with hair."

**Ask these questions to draw out a discussion:**

1. What stood out to you about what Jack Welch said?
2. Can you remember a time when you were stretched but excited about a task or project and you succeeded?
3. How can you bring this kind of motivation to your team?
4. Can you give an example of when an employee succeeded and you reveled in his/her success? Did their success help you reach your goals?
5. Have you experienced a situation at work where a mistake was made but it eventually was used to create a win?

# Marshall Goldsmith

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**Marshall Goldsmith** has helped successful leaders achieve positive lasting change in behavior for themselves, their people and their teams and has been featured in a The New Yorker profile, Harvard Business Review interview, Forbes feature story and Business Strategy Review cover story (from the London Business School). He is one of the few consultants who has been asked to work with more than 100 major CEOs and their management teams.

He offers a down to earth, no nonsense management style accessible to all on a very personal level.

In the video, Goldsmith discusses **Optimism** and its role in success:

“Successful people are optimists. They believe they can and will do it.”

“Have fun. Life is short. Pretty hard to make those other people enthusiastic and positive if you aren’t. #2 is people. Take the time to help people and coach people and develop people. I’m often asked a question when I teach. Is this people stuff really all that important? When you’re 95 years old, you know what you learn? It’s the only thing that was important. It’s the only thing that did matter. And the other advice is also the same. Go for it! Your world is changing. Your company is changing. Do what you think is right. You might not win. At least you can look in the mirror and say, “ah, what the heck, at least I tried.”

## Ask these questions to draw out a discussion:

1. What stood about what Marshall said to you?
2. What do you want to have accomplished at the end of your career? (They may want to write this down first and then share).
3. When you thought of your goals, how much involved mentoring or helping people?
4. Now that you’ve seen his video and asked yourself what you want to accomplish in your career and life, what do you want to change now?