

CALIS Knowledge Center

Cooperative

- Free consultation
- Free Internet classes
- Live & knowledgeable support

Accountable

- 99.9% uptime
- Power back ups
- Redundant equipment & bandwidth

Local

- Independently owned & operated
- Local dial-up numbers for California

Innovative

- Seamlessly integrated services
- Easy-to-maintain solutions
- Rapid implementation
- Efficient design

Secure

- Secure access
- Client confidentiality

Success Principles for Small Business Owners.

Ever wonder why it always seems like there's too much to do? There is! Everyone always has too much to do—it's a simple fact of life. How does that relate to success? The key is to do only those things that lead to greater success.

You might call it the "human condition": Everyone in the world has four limited resources:

1. Time—and it's not really 24x7x365.
2. Energy—both physical and emotional.
3. Focus—paying sufficient attention to the *right* things.
4. Tangible resources—money, knowledge, human capital, space and equipment, etc.

And everything we do everyday consumes these precious resources. Take time, for example. You and I and Donald Trump and Bill Gates all have the same amount of time each year. We each have to make choices about how we use it.

While Trump and Gates have more tangible resources than most of us, we all go through a similar process: weighing our priorities and deciding how to deploy our resources to our own best advantage.

While greater tangible resources generally lead to higher-impact results, each of us, regardless of our resources, can grow steadily more successful if we devote energy and focus to figuring out how to combine our resources most effectively.

Every one of us, even Trump and Gates, can grow to be more successful—if we learn to make better choices about where we're going with our lives and how we're going to get there. That's easier said than done, of course, so it's easy to get frustrated from time to time.

Referrals

As business owners, it's critical to recognize the first success principle:

Success Principle #1: The rules of success are not:

- * Kind or mean.
- * Friendly or forgiving.
- * Flexible or caring.
- * Fair or just.
- * Compromising or understanding.

The rules of success just *are*. They exist. Nobody even wrote them, exactly. Some people have discovered them, embraced their teaching, and apply them in their lives to increase their own success. That's good news. It means every one of us can learn to be more successful if we choose to, which leads directly to:

Success Principle #2: Most activities in life have a "formula" for successful producing results.

You might call it a blueprint or a recipe or step-by-step plan, but whatever you call it, if you want to be more successful at whatever you do, learn the successful formulas that apply in your situation. Learn them and use them, and fine tune them as you learn more.

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In your business this means figuring out how to serve your customer in ways that are different from and better than your competition does. Then, you'll want to tell your market why your way is the best. Finally, by getting really good at the formula you've adapted to your own purposes, you'll actually build competitive advantage into your business model.

At every step along the way, you're making choices, testing the water with your ideas, and making improvements. In fact, that's the essence of :

Success Principle #3: Life and business are all about choices and the results and consequences that follow from making choices.

You can look at it this way. Outside of dying, everything you do in your business involves a choice. Even deciding *not* to improve your business is a choice. You can make it right now.

Some people seem to run their lives by what they feel they "have to" do. Successful people tend to think differently. In fact Steven Covey tells people to rid their lives of "have to's." When you approach life as a series of choices, you put yourself in the driver's seat. In fact, that's the key to moving forward in life under your own power and getting better results from your efforts. After all, isn't that the main reason you went into business in the first place?

Ron Sutton, a Business and Marketing Consultant since 1985, has worked with over 600 companies, from Fortune-500 firms to small businesses. He is Founder and President of The Small Business Resource Center (SBRC), the largest consulting, coaching and training company in California. The SBRC provides cost-effective consulting, coaching, planning and training for small-business owners. For more information, contact The Small Business Resource Center at (916) 361-8181.