

- » Defining success for yourself
- » Creating the habit of success
- » Staying on track

Chapter 1

Success Is a Habit

The pursuit of success is not new. People for all ages have been trying to unlock the mysteries of human behavior, peak performance, and success. Why is it that some people seem to, at first observation, achieve success easily while others try but repeatedly fall short? Just about everyone has the desire to improve their lives, but only a few of us actually achieve it.

Aristotle said, “We are what we repeatedly do. Excellence therefore is not an act, but a habit.” He was using success interchangeably with excellence. While you might define them differently, they must be thought of as close cousins. Aristotle studied and wrote about success until his death in 322 BC. The big picture in this quote is the connection between repeatedly doing something and the establishment of a habit. The conclusion is that you can create the habit of success or you can create the habit of failure.

Success, or excellence, will always be created through establishing positive, repetitive habits. Unfortunately, almost anything we do repeatedly can lose its luster, passion, and energy. Without doing something repeatedly, you won’t establish it as a habit. When you focus on repeating the actions that lead to success, you create habits. So repeating and success are like peas and carrots: They go together. There is always a yin and a yang in the pursuit of success. Right actions repeatedly done create habits and guarantees success. That would be the yin. The yang would be not engaging in the right actions repeatedly over time, creating bad habits that guarantee failure.



We all will create habits in either direction in life. The establishment of our habits is inevitable. We are the ultimate arbiters of what those habits will be. First, we will create our habits, and then our habits will create us.

In this chapter, I will describe success from a number of different angles. My desire is to start you off with the broad brush strokes and give you a little background scenery. In subsequent chapters, we'll approach the painting with finer brushes and explore more specific aspects of the beautiful landscape of success habits.

What Is Success?

Success is many things to different people. We all have our own personal and unique definition of what success is to us. The dictionary defines success as the fact of getting or achieving wealth, respect, or fame. It also defines success as the correct or desired result of an attempt. I feel those two definitions capture the essence and objectives of success. Earl Nightingale, who is called “The Dean” of the personal motivation industry, describes with a twist: Success as the *progressive* realization of a worthy goal or worthy ideal.

Too many of us attach the moniker of success to the end result of achieving success: the achievement of the purchase of a new Mercedes, the finish line of becoming a millionaire, our kids graduating high school or college, or the corner office in the company. Mr. Nightingale brings a new perspective to success through the word “progressive.” As long as you are progressing toward a predetermined goal, you are in fact a success. What is most important is not how I define success. I can certainly add ideas, insight, and guidance in your journey to achieving of success. What is more important and personal is how you define success for your life.

- » Success is you as a business owner providing valuable service to your clients, and that you enjoy helping your clients and customers. You go home content in the fact that you did a good job for each person you served, delivered value to, and treated with honesty.
- » Success is that you went home to meaningful relationships with people you love. You have community, communication, and fun with those loved ones. You have people you love and who love you.
- » Success is having interests that bring you joy, whether that is a serving opportunity at church, the community center, or a homeless shelter. A recreational interest creates success, whether that's golf, pickle ball, hunting, fishing, mountain biking, or more sedentary interests like painting or knitting.

- » Success is the feeling of security you have when you sit down to pay bills each month and there are funds left over. What you are doing in that moment is increasing your assets and reducing your liabilities. You are taking a few steps more toward financial security.
- » Success, at the end of the day, is being grateful as you turn out the lights. You are grateful to people who have helped you today or whom you have been able to help and serve.

What Isn't Success?

The biggest *isn't* of success is failing to define it for yourself, as a couple, or as a family. It's easy to get sidetracked or pursue someone else's definition of success. Our brains are bombarded with images of success in social media, the news, the television, or even in the parent drop-off lane at school. We can't avoid seeing Sally's new Porsche or her daughter's new designer clothes. Or we notice that Amy looks so tan and rested after her family's trip to Barbados.



TIP

Observe others to encourage and remind yourself of what is possible. Don't observe to compare or keep score. The truth is, the only score card that matters is yours.



ANECDOTE

Being successful is granting grace to yourself and others when the achievement you desire takes a little while longer than you expected. I had a coaching call recently with a wonderful client, Sandy. Her goal was to sell enough homes to make \$250,000. She had a challenging year because she and her business partner decided to end the partnership. There was a lot of drama to say the least. We were reviewing what she had earned and what was still to be collected in income, and we came to the realization she would not make her \$250,000 goal. When that fact was confirmed, she didn't feel very successful. Frequently, our timeline for success can be slightly off. In reviewing her sales numbers, I ventured that her sales in escrow that were set to close by the middle of January would put her at that \$250,000 mark. So she missed her goal, but she only missed it by two weeks. In the overall scheme of things, that's nothing.

The Only Thing That's Important: What Success Is to You

Success is personal. It's a personal experience of well-being, confidence, and accomplishment. That is why you must decide what success is for you. We all have wishes to lose weight, save more money, and improve our relationships. But

success is not in the wish business. It's in the desire, habit, and commitment business. The do it or else business. A wish has not morphed into desire, where you are willing to lay everything on the line to achieve it. It doesn't come with the resolve that causes you to say to yourself, "I will do it or else." In order for you or I to achieve success, we must have desire for something and a big enough reason why we desire it.



REMEMBER

You are in control of what you desire or wish. We all have the authority and power to decide what we want and then determine our motivation level to achieve it. You need to have clarity about what's important to you and who's important to you. What legacy you want to leave is the process of refining your definition of success.

Too many people get caught up in the *how* of reaching success or even a specific benchmark or goal of success. They spend little time focusing on the clarity of the *why*. Why we want something is the power source. If the *why* is large enough, the *how* becomes easy. We often focus on the wrong end of the equation. Why do you want to be financially independent? Why do you want to build a business to a large scale? Why do you want to be married and have children? Why do you want to lose weight? Why do you want the luxury house or second home? Why do you want to retire early?

I don't think there are hundreds of *whys* in our life. I think we have a handful of *whys* that can interconnect to our goals and dreams. This small handful of *whys* create the power source in our life to become a good spouse, parent, child to older parents, business owner or employee. It helps us establish a legacy of service and love even after our journey on Earth is over.

A *why* can come from a past positive or a negative experience. There are thousands of stories of successful people who grew up in abject poverty, and that fueled their *why*. There are stories, like my own, where I grew up more privileged, and that also fueled the *why*. There is really no difference between the two pathways to the result. Each person taps into their unique *why* to power themselves to achievement to their desired life. The *why* can come from a desire to achieve the highest level of personal performance. Some people are motivated to excel, but the question is always, "Why?" Why do some have a passion for improvement and others don't?

No one else can give you your *why*; you must discover it for yourself. As a coach, I can ask questions and guide clients to their unique set of *whys*. I can't give them their *why*, though. That is one big value to having a coach in all the stages of your career, as they have the ability to help you draw out the *whys* buried inside of you. Your *why* can come from your envisioned future of your life and business. Your *why* can come from your love of another and the devotion and commitment you have for them in areas of your life.

I learned from my late friend, Jim Rohn, that life is not about what you acquire but what you become. We set goals to become the person we need to become to accomplish the goal. I had to become a different person to attract the success that I had in real estate sales. I've had to become a more skilled and more knowledgeable person to become a coach, speaker, and author. A specific example is that I had to become more disciplined to become the author of ten books and counting. As an author, you must be free to remove distractions, sit in the seat, and write, type, or speak your thoughts into words.

The important whys are like a magnet that pulls you to success. The more compelling the whys of your life, the more bumps in the road and adversity you will face. You might be asking, why more adversity? Because of the clarity, you recognize and are bothered by the distractions, and you are aware that they are taking you further way from your goals. A powerful why doesn't remove the challenges; it just renders them to being less important. The clarity of why fires up your resolve to overcome any obstacle to achievement. You recognize the obstacles and your sense of urgency dispatches them.

The Different Categories of Success

Success can be evaluated through different lenses. I find that most people want to achieve their definition of success in these categories:

Health

Success in the health area of life means to be reasonably healthy and free of ailments, to be physically active, free of pain, and able to enjoy activities that require movement. One could determine success in the health category with numbers if you are more analytically inclined: your cholesterol number, waist size, minutes of cardio exercise per week, your weight, your body mass index, and so on.

Your definition of health might be affected by a chronic disease that you merely need to manage well rather than cure. My definition of successful health has evolved since being diagnosed with Meniere's disease more than eight years ago. There is no cure for Meniere's disease, so my expectations of successful health is focused on reducing the vertigo episodes and lowering their intensity so that I can enjoy work, family, and life's other pleasures more completely. Along with the weight, cholesterol, and exercise levels, the controlling of the Meniere's is a big marker in being successful in my health.

Financial

We all need to achieve some level of financial success. What constitutes success financially can vary widely from person to person. Some attach success to a large lifestyle of luxury homes, automobiles, and exotic trips. For others, financial success is humbler: having their home paid off and being reasonably prosperous. If you don't take the time to evaluate your desires in the financial category, it's easy to wander in the wilderness, pursue stuff, and develop envy of others that have achieved more financial wealth.

There are two realizations that I have come to in achieving financial wealth. The first is that there will always be people who have acquired more wealth than I will. The second is that I won't be taking any of it with me when I die.

Relationships

Being successful in your key relationships in life can bring the greatest joy. We are made for relationships with others. Our significant others, children, parents, siblings, friends, and coworkers are all key relationships that need to be developed and maintained to create meaning in our lives.

Career

The average person invests more than 90,000 hours of their lifetime at work. For many, a third of your life is invested in work. Some of us work more than 40 or 50 years of our life until retirement. Advancing your career, becoming more valuable, and embracing new challenges at your job, career, or business can bring definition and clarity to how you define success.

And more . . .

Health, wealth, relationships, and career are just a few examples of success categories. You may have different measuring sticks for success: happiness, peace of mind, security, length of life, a nice home, personal growth, and freedom.

These categories all could be developed into primary aims for your pursuit of success.

SOME SUCCESS CATEGORIES ARE HARDER THAN OTHERS

We were all created to crave. The desire to pursue improvement, success, and personal self-worth is hardwired into us as humans. In the Declaration of Independence, Thomas Jefferson expressed to King George that we are “endowed” by our Creator with certain unalienable rights that include “life, liberty, and the pursuit of happiness.” That craving was placed there by our Creator, and each of us has the right, an obligation, to pursue life as we desire to define it. We have the right to pursue happiness based on our unique and personal definition of it. Success is the pursuit of living out your goals in each category of life that is important to you.

There are certainly some categories that offer up a greater challenge in the pursuit of success. The categories of health, wealth, and relationships, in my observation of self and others, are the most challenging of all to achieve success. When it comes to health, more than 69 percent of the people in the United States are obese or overweight. It's obvious that achieving and maintaining good health is a huge struggle for most people.

In relationships, our most important is probably the one we have with our spouse or significant other. Relationships require work, introspection, forgiveness, and grace. I applaud you if you have mastered the relationships in your life, because frequently I feel less than accomplished in this category.

The final of the triad of challenges is our finances. The United States one of the richest countries, and we currently live in one of the most prosperous times in human history. According to the United States Census Bureau, the average net worth of people less than 35 years old is \$6,936. The average net worth of people 65 to 69 years old is \$193,833. While that might seem like a lot, it includes the net worth in their home. Many who are 65 to 69 years old have worked for more than 40 years. If you take \$193,833 and divide it by 40 years, that is \$4,845.83. That \$4,845.83 is the average annual net worth growth over 40 years, which encompasses savings, investment returns, and appreciation growth in their home and mortgage payments of principle only, not interest, over 40 years. The average person doesn't have a high success score when it comes to finances. If I were handing out report cards for the \$193,833 after 40 years, it's truly D grade work at best.

We all fall short in a category or two

One or two of the success categories will be more challenging for you, so you will need to study, plan, and work more on those categories. Some will come easily for you and may simply require more maintenance in your attention to detail. The best investment in your success right now is brutal honesty with yourself:

- » What categories of success are easy for you?
- » Which one is most challenging for you?
- » Which one is most important to change?
- » What is the most important thing you could do right now to change it?

If I am being fully authentic and transparent, the wealth or money category has been the easiest for me to master. Whether that's due to my parents' instructions, my clear focus on it from a young age, or the learning, reading, and planning I have done, I have been successful in generating wealth. The health category has been the most challenging for me, but not because I lack knowledge about health. I know that I need to move my body more and take in fewer calories. My problem comes from not being consistent and balanced in my workout routine, and this comes from a guy who played racquetball at the professional level in my 20s.

Creating the Habit of Success

Whether your pursuit of success is in the business world or in your personal life, being successful or winning seems to carry forward and create more victories. Making the right decisions also frequently aligns with getting good breaks and positive circumstances. Understanding that success begets more success, people can get on a roll. A business can build momentum and reach a tipping point. A salesperson can get on a hot streak where all meetings with prospects result in sales for a period of time. As you lose weight and see that scale number start to drop, it fires you up to stick with your new eating and exercise habits. The feelings of self-worth and self-confidence grow, and as a result, success habits are solidified.

Deciding to be successful

The most powerful driver of success is a decision, and by that I mean the decision itself and the commitment to the decision. Here are some examples:

- » The decision to shed weight and never allow it back
- » The decision that you will never utter the “divorce” word to your spouse even in the most heated verbal exchanges
- » The decision through words and demonstrated actions to show love and acceptance to your children

Success is a decision, just as wealth is a decision. Gary Smalley, author and relationship expert, had a seminar series he called *Love Is A Decision*. I know because Joan, my wife, and I attended it early on before we were married. (I tell more of that story later in the book.) We recently celebrated our 29th anniversary. We decided early on to be committed to each other.



REMEMBER

The decision and commitment to success come before the achievement of it.

We are all faced with choices. You will make millions of large and small choices in your lifetime. We labor over the small ones, like whether to have soup or salad at dinner, but we miss the big ones entirely that come each day, like deciding to be happy rather than miserable, or choosing a positive attitude each morning when we wake up. These choices can establish your success each day.

If you choose to be happy, then you must understand what makes you happy. You have to uncover what makes you fulfilled, energized, valued, and loved. You also have to link in small accomplishment benchmarks each day, so you feel good about your day and the results you have achieved, no matter how small. Abraham Lincoln stated it so well: “Most folks are happy as they make up their minds to be.”

Knowing where you want to go

Steven Wright, the famous comedian, said, “You can’t have everything. Where would you put it?” In achieving success, there are a lot of things we have to personally say “no” to. The act of saying no crosses off the things in life that we must give up to accomplish what we really desire. We have to say no to eating unhealthy and high-calorie foods to lose the weight we desire. We have to say no to a sedentary lifestyle in order to tone our muscles and stay fit. As you are deciding what you want, what your success targets are for life, and what you are saying “yes” to, you must also decide what you don’t want and what you have to say no too.

Deciding on your yeses and nos gives you a more complete definition of success and what you must do to achieve it. It takes the decision to a whole other level. You are defining what you want to attract yourself to and also what you want to repel yourself from.

Setting your expectations for success

When you make the effort to plan your success, when you prepare for success to happen through deciding, prioritizing, and planning, your mind then will expect to be successful in your endeavors. The internal winner within us all emerges. That expectation doesn't mean success happens automatically and without effort. That is certainly not the case. You expect to extend effort, but you expect that effort to be rewarded. Of course, your path isn't always going to be smooth and straight. You will hit roadblocks, detours, and traffic jams. No one really becomes an overnight success. The famous actor Adrien Brody said, "My dad told me, 'It takes 15 years to be an overnight success,' and it took me 17 and a half years."

We will all encounter twists and turns on the road to success. One of the key reasons is that few people are as interested in your achievement of success as *you* are in life. If you have a small handful of people who are rooting, praying, encouraging, and helping you achieve success, you are blessed with more people than most. Some people will be working to sabotage your success because they are small thinkers, or your competitors, or the type of people who pull everyone down. You must hold on and expect that you will succeed in all endeavors that you are passionate about.

Building success momentum

Every thought, action, or discipline is drawing you closer to your goals and objections or pushing you further away. The stacking of positive thoughts and actions together builds momentum. Sir Isaac Newton stated that a body in motion tends to stay in motion. Our motion toward success tends to stay in that positive motion. When we apply new force consistent with our direction toward our primary objectives, this action creates growing momentum.

The opposite is true as well. If you are moving away from success through poor habits or no habits, you will eventually be much farther away from the success you desire.



REMEMBER

The habit of working each day, to take small steps and actions toward your goals, is the key to success and momentum.

Establishing a Consistent Process of Success

If you have ever watched the show *The Profit* on CNBC, Marcus Lemonis goes into partnership with the failing business owner. He evaluates the business and invests his capital to upgrade the business and fix the problems. His mantra is "people,

product, process.” You have to fix the people in the business, get the product right, and create a process of manufacturing, fulfillment, sales, administration, and so on.

It’s a simple but effective formula for business and life success. In this section, I want to focus on process, which is really aligned with habits. What is your process in the morning? When do you wake up? What is your morning routine? There is a direct correlation between waking up early and success. Ninety percent of executives wake up before 6:00 a.m. on weekdays. Fifty percent of self-made millionaires wake up at least three hours before the start of their work day.

As I write these words, it’s 3:02 a.m. I always get up at 5:00 a.m. There are times when I have book or project deadlines on my plate that I get up even earlier because I know I can squeeze in a few more highly productive hours in the day by rising earlier. There are countless benefits to having an early morning routine to start your day earlier than most people:

- » Your competitors are doing it, so you don’t want to fall behind.
- » The distractions and interruptions increase and intensify as the day goes on (which is why I am writing at 3:05 a.m. right now).
- » Your mental strength and willpower are higher in the morning.
- » Starting early sets the tone for a productive day, which will likely continue.
- » You create an enhanced feeling of control, that you are the captain of your ship.

The morning process or routine is the foundation for a successful day. I perform so much better when I follow my morning routine compared to when I don’t. Success is contained in the daily pursuit and the daily routine.

Win the day

I am a fan of Oregon Ducks football. One of the team slogans is “Win the day.” The slogan is simple, clean, and concise. But more important than that, it’s true. The objective in the pursuit of success is to win the day.

What you control is today. I don’t presently control anything other than today. Tomorrow has not yet become today, so I have limited influence on tomorrow. That last statement doesn’t mean I’m being *laissez-faire* about tomorrow. I have a plan I am working toward. I have a business plan, life plan, and objectives for the week to complete as well as deadlines that might be significant for tomorrow. But in order to accomplish all that I need to, I must win today first. I have to prioritize that as number one.

Emphasizing today over tomorrow is not a new way of thinking. Ancient scripture says, “Therefore, do not worry about tomorrow, for tomorrow will worry about itself. Each day has enough trouble of its own.” To paraphrase, win today. That’s all that matters right now.

Create your success routine

As I said earlier, a success routine starts in the morning, likely early in the morning. A routine is just a process you follow to create consistently high results. It creates a pattern of behavior and actions that link to positive outcomes based on the law of cause and effect. The word “routine,” to some people, causes them to feel confined, regimented, non-flexible, or lacking freedom. I’d ask you to look at it from another angle: A routine creates peak performance, efficiency, productivity, and proven and repeatable outcomes. It allows you to do more in less time, creating more freedom. The end result of routine is freedom, options, and choices because you are rewarded those by being more productive and efficient.



ANECDOTE

When I started my real estate sales career in 1990, my routine was to be at my office by 7:15 a.m. It was about a 25-minute drive from my home. I was up by 5:15 a.m. to be at my athletic club by 5:30 a.m. when it opened. I worked out for 60 minutes, showered, shaved, and dressed. My target time to walk out the door of the club was 6:55 a.m. I was the only one in my real estate office at 7:15 a.m. Most of the time, the first other people coming in were administrative staff at 9:00 a.m. I was on the phone by no later than 8:00 a.m. making calls to newly expired listings, which were sellers who recently were unsuccessful in selling their homes.

Today, my day still starts early at 5:00 a.m. I make my tea, and by 5:15 a.m., I am in my morning devotion time reading the Bible and praying (especially for my teenagers and for patience and endurance for Joan and myself). I make my second cup of tea at 6:00 a.m. and start reading my newspapers at 6:15 a.m.: *The Wall Street Journal*, *Washington Post*, *USA Today*, and our local *Bend Bulletin*. There are many days when I don’t get through all the newspapers, so I read at lunch or at end of my work day. I hit the shower by 7:45 a.m. to be working by 8:00 a.m. I work from my home office a majority of the time. I personally enjoy the quietness, solitude, and lack of distractions.

A home office has a yin and yang to your routine and success. For highly disciplined people, it can provide what it does for me, which is a more productive environment with fewer distractions. For people who are easily distracted by unfinished chores, television, neighbors, or the multitude of other things going on around the home, a home office may not be the best option over the routine of getting ready, driving to the office, and starting your day. And on the flip side, working at home

also means you have the temptation of working longer hours by sneaking in a few more things to get done.

In designing the right morning routine for you, my advice is to incorporate the following actions:

- » **Gratitude:** Start your day with gratitude. What are you grateful for? What is really a blessing in your life? What are you thankful for that recently happened? What is going to happen in the near future that will be a blessing to you? When we start our day with gratitude, we empty some of our cup of life so that the universe, the world, our higher power, or God can fill it up again with new and better blessings.
- » **Quiet time/prayer/meditation:** Take some amount of time to turn inward to connect with yourself, God, or your higher power and to center yourself and calm yourself each day. Your ability to pause, listen, breathe, and relax is worthwhile.
- » **Read:** Your mind is receptive after being fully rested. Whether you are reading a book, newspapers, the Bible, or other spiritual texts, reading is essential in a morning routine. You want to be learning and increasing your knowledge.
- » **Journal:** I always journal a few entries on what I am learning, what hit me as profound, and what God is saying to me. I also note what questions I am still trying to find solutions for.
- » **Exercise:** Doing some form of exercise is a wonderful way to establish health habits and routines. It also raises your energy level for the day. In raising your heart rate in the morning, you burn calories at a higher efficiency throughout the day.



REMEMBER

You don't need to do all of these activities, but if you do most of them, you have the foundation to win the day. And when you win enough days, you will win the week, month, quarter, year, and lifetime.

I would select the activities that apply to you and fit your style and timeline. Create a schedule based on time blocks to do two, three, or all five of these activities in your morning routine. Be exact and then try it out, understanding you will likely need to make an adjustment or refinement in roughly a week. Focus on forcing yourself to hit the appointed time with the next activity in your schedule.

Turn consistency into repetition

Creating your win-the-day process, or system, is a significant tool that will enable you to reach consistency. Success is created through consistency turned into repetition. A singular morning routine is not habit, nor is it repetition. A morning

routine executed a single time is an act. An act by itself will not determine success or failure. It must be linked together in succession and consistency to create success. You can create new habits, have them take hold, and apply commitment to continue in a day or even a week. It takes weeks of repeating that act to establish and cement it as a habit in your routine of success. If you miss a day, even one day, that breaks the cycle of routine and consistency. If the new routine or behavior hasn't been engrained as a habit, my counsel is that you should start tomorrow as if it's day one in your journey to establishing your routine or new habit.

Staying on Track to Your Success

We all get off track. We all have moments or even days where we have a lack of focus. It feels like we aren't accomplishing much. It's as if we are swimming in a bowl of porridge.

Lose the notion that successful people are on track all the time. The unknown truth is that they likely have more distractions, problems, and issues that can and do derail them. The secret is, from the moment they go off track to the time they get refocused or back on track, the span of time between off track and back on is dramatically less. Most people, when they get off track, stay that way for a day or two. Successful people are off track for an hour or less. They have programmed their mind to recognize that they are off track, distracted, non-focused, dealing in unproductive pursuits, or handling issues with no solution. They get through those moments quickly and refocus on the key objectives and agenda.

Measuring where you are

Evaluate your time throughout the day. A key measure is your time usage and how it aligns with your objectives to success. Ask yourself, "Is what I am doing right now drawing me closer to my goals? Am I doing something whose value is at or above what I am worth per hour?"

A good attorney has the focus to be able to bill a certain number of hours per day to a client or multiple clients. Are you billing out enough hours of your expertise each day? A doctor needs to see a certain number of patients per day. Whether you are an entrepreneur or employee, you must measure based on that standard of billable hours. As an employee, you might be thinking, why does that matter? All employees want to increase what their companies pay them. As an employee, you become more valuable to your company through increased productivity, handling more problems well, increasing company sales and revenue, and providing wonderful customer service experiences.

Evaluate how well you maintain your morning routine. Are you able to stay on it five out of five days, four out of five, or lower? Are you saving money out every paycheck for retirement, emergency fund savings, your next car, next family trip, or college for your kids? Are you measuring or monitoring your food intake and amount of exercise? How about the amount of time you are spending with the people you love? Is your spouse or significant other getting enough of your attention? Is it a habit for just the two of you to be together at least once per week?



REMEMBER

Here's a key tenant of success: When actions are measured, actions improve.

Speeding up the process of success

Charles Coonradt, who wrote the book *The Game of Work*, stated, "When performance is measured, performance improves." If you measure something, it will get better. The whole premise of Weight Watchers is the weekly weigh in. When you have to weigh yourself in front of God and everyone in your Weight Watchers group, it helps you follow the plan better because you know you have the day of reckoning on Tuesday at the meeting and weigh in.

Mr. Coonradt further states, "When performance is measured and reported, performance improves faster." If you want to speed the process of success, find someone to report to. That person could be a friend, colleague, your spouse or significant other, your kids, a coach, or personal trainer. The measuring, with the addition of reporting to someone who can hold you accountable to your stated goals and objectives, is key. You might even have a few people you report to, which is fine. The magic comes from both the measurement and the reporting.

