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# 40 Strategies for Winning in Business

Paskelbama aivaras - 2009/01/29 01:17

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Ištraukia iš knygos "40 Strategies for Winning in Business", parengtos Profiles International ir Bud Haney and Jim Sirbasku. Tai straipsnis apie tai, kaip svarbu susitelkti ties tinkamais tikslais.

## Antelope and Chipmunks Know Your Goals and Focus Upon Them

Is your life an antelope hunt or a chipmunk chase?

A former world leader is credited with a view of goal-setting from which we can all learn. He used an analogy wherein he regarded himself as a lion – the head of the pride, no less – and all of the issues he ever faced as either antelope or chipmunks. Even when a lion is dying of hunger, he won't give chase to any of the many smaller animals, like chipmunks, which gambol near-by, offering a quick and easy snack. Why? Because even if he did make the effort and catch one – and there's always an outside chance that he'd fail – it simply wouldn't satisfy him. However, even when weakened by hunger to the extent that he can hardly move, when an antelope shimmers into view miles away across open plains, the sight moves the lion to action. Even so weakened that he knows a failed effort could be the end of him, the lion commits to the hunt. If there's even a slight chance of success, he'll give his all – because success will fill his belly for weeks to come. The greater reward is worth his all, and so he begins the long process of focused effort that he clearly envisages will end in a successful kill.

A single-minded focus upon clearly defined antelope is what also characterises most successful businesspeople. Have you identified your antelope? Do you hunt them every day at the expense of less-satisfying chipmunks? Look out across your plains and spot your own antelope.

1. Think about your life or your business and write down what you'd like to achieve. Would you like to drive your company sales up to 10M, write a book, or tramp through the Himalayas? Write down everything you'd ever like to achieve.
2. Take time to identify the one item on your list that, more than any of the others, gets you excited and deep-in-the-gut passionate when you consider achieving it. This is your first antelope – shimmering in the heat of day, miles out on the plain of your life.
3. Focus on this first antelope. Build a clear picture of it in your mind. How will you feel when you catch it? How will it change your life? What will your loved ones say? Get a clear mental picture of exactly how the end of that successful hunt will feel. See it in full color, full detail. As you sight your first antelope and begin the process of throwing your whole self into an all-or-nothing hunt, you are going to need the energy to keep you in the hunt – even when things become difficult. That energy is passion. Fuel your passion: review the mental picture you've built, and write down all of the benefits you'll enjoy once you've run this beauty to ground. Write them all down in detail – the more benefits you write down, the greater the passion you'll bring to the hunt.
4. If it were easy to catch antelope, we'd all dine on venison daily! It's not. Write down everything you can speculate might stop you bringing your antelope down, and work out precisely how you'll deal with each of these obstacles. Have a clear strategy to deal with all of those pitfalls that you can predict in advance – it will enhance your confidence and vision.

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5. Set yourself clear deadlines. Think about the various stages of a successful hunt. What will you have to do first? How long will it take you to do this (realistically)? When will you be finished with this stage? What has to happen next, and when will that stage be complete? Work your way through all of the stages of a successful hunt. Your target deadline will be the date at which the last stage of your hunt is complete.

6. Now do it again – go back to your list and see if there are any more antelope, and work them down to the deadline stage. Don't separate out a whole herd – simply find one or two prime candidates. Later, as each is run to ground, you can replace it with a new antelope.

7. Finally, take a 3x5 card and note all of your antelope as succinctly as you can (including your deadlines). Once they're written, see if you can refine them – make them even sharper and more compelling. Keep this card on you at all times. Read it first thing in the morning and last thing at night. As you start each day, ensure that you have scheduled some actions that are going to take you closer to your antelope. No day should go by without moving you closer to one or all of them. Don't allow yourself to get distracted by those easier-to-catch chipmunks that present themselves – always keep your focus on those more satisfying meals way out on the plain. Leave Chip Dale to those with lesser appetites than yours – get on the trail of your own antelope. Today!

– Run your day by  
the clock, but  
run your life with  
a vision.  
ZIG ZIGLAR

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