



Outrageous Success Means You've Got Game

March Madness continues with the lead-up to the NCAA Division 1 Basketball Championship game. So we'll resume our hoops-inspired Point series that compares what the winning teams have in common with the very best and brightest businesspeople. For a look at part one of this series on achieving outrageous success, go to www.corsini.com. You'll find the first five of our 10 inspirational ideas on how to succeed—on the court, in the boardroom and in the sales arena. Here are our final five:

- **Hang with successful people—the more successful the better.** To be successful you should associate with successful people on a regular basis. I've never heard anyone say he learned how to be successful while hanging around with slackers. Hang with losers, and you'll eventually model their losing behaviors. **Hang with winners and you'll adopt the habits of a winner.** Spend your time with advisors, mentors and peers who have experienced success in various aspects of life. That's how you discover how to be the best you can be. Think in terms of a spiritual advisor, a personal trainer, an industry expert, etc. Grant Hill probably said it best: *"The bottom line—no matter where you come from or what your economic background might be—is to associate yourself with people interested in making your life better."*
- **Never forget the importance of practice and hard work.** Practice might not always make you perfect, but it certainly offers a head start. Here's the thing: If you want something—especially if you want to achieve outrageous success—you have to work at it. **If you want to achieve something really great, be prepared to spend an enormous amount of your time, talent and treasures to get there.** Kevin Johnson said, *"If you want a view from the top, practice—not parties—will take you where you want to go."*
- **Be the expert, and be your client's advisor.** Think about it—nobody wants to be "sold" something. And nobody appreciates coercion, deception or a selfish "what's-in-it-for-me" attitude. Forget about selling something, and be more than what your customer expects. **Have a sincere interest in his or her business, and become an advisor to your client.** John Wooden said, *"It's what you learn after you know it all that counts."*

QUOTE OF THE WEEK

"You have to expect things of yourself before you can do them."
— Michael Jordan

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- **Have fun along the way.** Love what you do. Have fun. **Be fun.** Terry McGuire jokingly said this about basketball: *"To win, you've got to put the ball in the macramé."* Seriously though, if you're going to spend so much time doing this thing we call "work," then you might as well have the time of your life each Monday through Friday from 7 a.m. to 5 p.m. **It's up to you!**
- **Keep a proper perspective on life.** Hakeem Olajuwon said, *"The most important thing in a person's life is his faith and how he translates his faith into practical deeds."* Having a million dollars in the bank at the expense of neglecting your family, your health and your spiritual life, is just not what true success is all about. Be a success story, not a sad story. **Keep God in your life, and ask Him to help you keep it all balanced.**

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CORSINI'S POINT

As you follow the winning teams during March Madness, I hope you realize the tremendous power of rising to the challenge—no matter who your competitor might be. The tournament is one team's roadmap to outrageous success. Smart businesspeople might take a similar track. Here are the important stops along the way: Hang with winners. We model what we see; look to winners to show you how it's done. Next, practice, get game experience and then practice some more. Over time, you'll practice perfectly and learn how to execute perfectly when it counts. Be the expert at what you do, and be your client's advisor. Do that and they will line up at your door to buy what you have. Remember to have fun along the way. We all enjoy being around people who have fun and love what they do. And finally, keep your success—no matter how outrageous—in perspective. Remember to thank Him. And always, always Do What You Do Better.

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