



# Corsini's Point of the Week™

JUNE 28, 2010

## Essential Principles for Success (In and Out of the Office) Part 1 of 2

It's times like these, when so many people are so stressed, that we need to revisit some sound principles to get us back on track to what's really important in life.

In our coaching model, we stress that *true* success is not one-dimensional. It doesn't just happen at the office when you close a deal, bring in a new client or get promoted. Real success is more all encompassing. We believe **success is defined and measured both in and out of the office**. And while success means different things to different people, it is, in the end, about **being passionate about what you do and being who you are**—all day, every day.

Balance is the name of this successful business game.

That's why I've written two books exploring this idea with **The 7 F's of True Success**. With this model, we focus on the **Fundamentals** of your work, **Finances** (and your Financial Legacy), **Family** (and Friends), **Faith, Fitness** (emotional and physical), **Fun** and **Fusion** (the balance of all these things).

Moving forward with these concepts in mind creates a game plan to get you where you want to go.

But along the way, you need solid strategy. Tips and pointers to keep you on track. That's where the ideas in today's Point come in. Because true success is an ongoing process, we're going to look at these ideas in a two-part series.

So here are the first five of my **10 Essential Principles for Success**:

- **Understand your values, and never compromise them.** Never concede your values unless you are willing to accept the consequences. A friend of mine gave me some great advice when he told me, "*All you really have in life is your reputation.*" Fraud and deception begin with little "fibs." Then they grow into something else entirely. **Start with the little white lies, and you'll end up someplace you never wanted to be.** This is extreme, but think about it this way: "*You never want your family to see you wearing handcuffs.*"
- **You gotta wanna be successful** in order to actually achieve the success you're after. A lackadaisical approach (or a lack-of-wanna approach) to life is a definite prescription for mediocrity. This can only leave you with feelings of disappointment and despair. **Be passionate about what you do.** Make your vocation your avocation.
- **True success in and out of the office doesn't just happen. It takes a game plan, focus, patience and a commitment to discipline.** No, this doesn't sound "sexy" or "fun," but it's true. You might as well stop looking for (and buying) those

## Quote of the Week

*"Life is like riding a bicycle. You don't fall off unless you stop pedaling."*

— attributed to  
Claude Pepper

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"Hollywood Diet—Lose Up to 10 Pounds in 48 Hours" types of quick fixes. True success takes a hell of a lot of hard work and dedication, trial and error, persistence and patience.

- **Take the crowd out of the game.** Don't let setbacks, bad news or other people take you out of the game. Avoid these types of distractions within the office as well as outside of it. **If you are faced with obstacles, confront them, work around them and move on.** Focus on your ultimate destination—not the bump in the road. That takes discipline.
- **Be resilient.** Over time, if you are not quick to recover, you are going to fail. We all face rough seas in life; so when life sends you a storm, you have to be ready. I've heard it said, *"Everyone is a good captain in a calm sea."* Never forget that **the true test of leadership is how you handle adversity.** Use problems to your advantage. Remember: *"Adversity reveals genius, prosperity conceals it."*

## CORSINI'S POINT

True success means having success in *all* areas of your life—not just at work. Reflect on our 7 F's of *True Success* this week. Are you the person you want to be? Have you become the spouse, friend, parent, employee, leader, etc. that you once dreamed you'd be? It's not too late to change. Understand your values, and never compromise them—no matter how challenging the economy or your circumstances seem to be. To be a success in something, no matter what it is, you gotta wanna. And you can't achieve balance in life by chance or while coasting on autopilot. It takes planning, discipline and an ongoing commitment. Don't let the "swarm" of life throw you off your balance game. Be resilient, be persistent and you will get there. Next week, we'll continue this discussion.



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