

# 13 Things That Highly Successful Entrepreneurs Understand That Most People Don't

What highly successful entrepreneurs understand, at a deep level, is that what you understand doesn't matter much when it comes to producing a result. Sure, having knowledge is a good start, but fundamentally it's always *who you are* and *how you operate in life* that will determine what you do with what you know. Learning is demonstrated in action, and you must be willing to create with what you know. Your "stance" is more important than any type of knowledge. It's not so much *what you do* but rather *who you are being* while you are doing it.

- 1 Powerful people empower others.** Be relentless in your willingness to assist others in achieving their desired outcomes. This means identifying what's required to build their capacity to accomplish their objectives. Many times people feel they have to wait for things that, in reality, they could quickly and easily generate on their own. When you help a committed person see where they have their foot nailed to the floor, and what to do about it, you will have created a friend for life.
- 2 Life is not full of stressful situations.** Life is full of situations, and the beliefs we hold about them make them either stressful or not. A belief is a statement about reality that a person feels is true, even when they know intellectually that it's not true, or at least can't be proven to be true. Start regarding your beliefs as things that are possible, or maybe even probable, but are certainly not the truth. Just because you believe something doesn't make it true. Only a few centuries ago, most people living on a round planet believed the world was flat.
- 3 Seeking approval is a toxic addiction.** It is the one thing that people must cure themselves of, if they are ever going to accomplish anything significant. Being obsessed with how you are seen by others isn't workable and certainly isn't healthy.
- 4 What holds people back is how the world occurs for them and how they occur to themselves.** You must know where you are before you can go any further. You resolve disempowering perceptions through observation, speaking, action, and non-action.
- 5 High-end relationships are created and not found.** That's right. You don't go looking for high-end relationships. You simply create them. You create them through your commitment to others and the value you bring to their lives. Most people are focused on what they can get from others. That's why they don't have powerful and supportive relationships.
- 6 Doing something well that's unimportant doesn't make it important.** Being effective is defining and accomplishing the actions that will have the highest impact, and lead to your intended result. Outsource what is outsourceable. Distinguish what is valuable and what is not. Discard irrational belief systems. Be ruthless and cut the fat. Focus on what matters and ignore the rest.
- 7 Waiting to feel the "right way" before you begin is a waste of time.** Know that it's never going to be the right time to start anything of a noteworthy nature. You are simply never going to have the right thoughts, feelings, or emotions that you feel are needed. An introduction of boldness will cure anything, from anxiety to desperation. Define a strikingly bold reality from which you will live and operate, and live consistent with this.
- 8 You are not the event.** You just went through it. From childhood through adulthood, almost everyone goes through undesirable circumstances and challenging events. Regardless of how intense an event or circumstance, it is only your interpretation of it, and the corresponding story you tell about it, that will determine your relationship to it. The past is not painful, but the story you tell about it can make it seem so.

**9 Deal with rejection by persisting.** Persisting is the only thing that makes sense. If you quit, you lose. It all starts with a quality product or service and a commitment to share it with others. Get qualified buyers to see the value in your product or service the same way you see it, and they will want to purchase it. It's that simple.

**10 There are two types of factors entrepreneurs deal with in day-to-day life.** They are controllable factors and uncontrollable factors. You must be proficient at handling controllable factors. Examples of controllable factors include: lack of information (find out what you need to know and master it); lack of sufficiently developed skill sets (practice); negative self-talk (notice and stop it); fear of rejection (stop telling disempowering stories); feelings of inadequacy (act decisively on core actions); the need to plan (reverse engineer by deciding what you want, and work backwards from the result).

**11 Complaining is based on fear.** Resistance to change is based on fear. Get help when needed. The best athletes in the world have

coaches. The reason for this is that you can't see yourself in action, while a highly trained coach can. The highest performers in the business world have coaches. That should tell you something.

**12 An organization, no matter how large or small, is composed of people.** The culture of the organization is nothing more than the shared beliefs, attitudes, and behaviors of the people who work there. To influence performance, you must address the belief systems and corresponding behaviors from which the culture is operating. If behavior is not altered, then no change is possible.

**13 The future is a choice. Give up being reasonable if you want to have a future worth living.** Being reasonable is being content with more of the same. Being reasonable is living an excuse. Take charge of your life by consciously creating powerful commitments that you are willing to live daily. Be true to your own potential by dropping self-defeating behavior, and put your energy into the projects that will achieve your objectives.

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