

Dusan's Apothegms I

- Trying to “impress” people with this material won't help you or them.
- You have to create what I'm saying to get the result.
- Get it in you.
- Shift “occurrence” and you shift “action.”
- Shift “action” and you shift “results.”
- It doesn't matter what you “understand.” It's a matter of what you do.
- SLC is about getting at the “underlying dynamics” that “prevent implementation” and cause individuals and companies to stay stuck.
- Powerful relationships are everything.
- Never coach anyone who does not request coaching.
- Value deserves payment.
- Are you “living that” or are you just “saying that?”
- What are you waiting for?
- Negotiate your “wants” but never your “musts.”
- Many people have given up and don't realize it.
- Is there a question in there somewhere?
- Progress requires growth – growth makes you feel alive.
- A straightforward “no” beats a polite insincere “yes” every time.
- “State of Being” is independent of circumstances.
- Personalities don't love. They just want things.
- Don't assume that the other person is damaged.
- You are either in the game or you are not.
- Notice – Ask – Point out.
- Your entire “way of being” influences.
- What you disown will bubble up around the edges.
- What's the worst thing that could happen?
- Anything that is repressed becomes an obsession.
- You are a product of your speaking.
- And there you sit.
- In life you get what you generate – not what you hope for.
- The people who are most confused are the ones with one personality.
- There are no results in being “content with insight.”
- Playing small doesn't serve well.
- Motivation is to transformation as what cotton candy is to nutrition.
- You have to create “that you can create” before you create.

- What are you committed to and what are you going to do about it?
- It's not a question of right or wrong but "Does it work for you?"
- State is everything.
- We can choose what things mean.
- What drives this person?
- Just don't go there.
- Are you living an explanation and saying it's the truth?
- Reinvention isn't changing "what is" but creating "what isn't."
- Relentless determination is a very sexy thing.
- To get unstuck distinguish between "commitment" and "trying."
- It's not what a thought is but what a thought does.
- Don't swat a fly with a howitzer.
- Big fish die in small ponds.
- What's your point?
- In reality you never have the circumstances that you don't have.
- No one is a waste of time and some people will waste your time.
- You can't make this stuff up.
- At the end of the day; clean desk, clean floor, erect posture.
- The thing you can count on is that you can't count on them.
- Expectations lead to upsets. (Make agreements.)
- Stop enabling people's unworkable behaviors.
- Life's about success, not perfection.
- Don't fall in love with your methodology.
- Knowing better won't make you better.
- Both success and failure are nothing but feedback.
- Your greatest financial expense is the money that you are capable of making and that you are still not generating.
- Yes lives in the "land of no."
- "Know" the consequences of saying "no."
- Just because you believe something doesn't mean it's true. It just means that you believe it.
- Referrals are the life blood of any business.
- Are you reacting to what "you think" that "they think?"
- I want to please you and no.
- Wealth is discretionary time.
- Nothing works with people who don't work themselves.

- Only that which “already is” can be accomplished.
- That was a “yes or no” question, why are you still talking?
- I love you and no.
- Always want people to think what they think.
- Don’t go there. There’s nothing but Twilight Zone stuff in there.
- “State of Being” determines what you “behave as.”
- This moment “should” be happening.
- For some people common sense is very uncommon.
- Just showing up isn’t enough. YOU have to “SHOW UP.”
- If you have a problem with paradox then you are at a disadvantage.
- “Results goals” will always trump “activity goals.”
- Create – connect – serve.
- You don’t need to “think it” when you “are it.”
- Think straight – not positive.
- Your only job is to listen and connect.
- What experience do you hope to have by having enough money?
- Yes but only every time.
- Why?
- To increase your income fire your 3 biggest pain-in-the-ass clients.
- A person will not do what they “don’t do.”
- “Intention deficit disorder” is the main cause of low statistics.
- Without courage, life stalls.
- Shift from the “unreal” to the “real.”
- In life, you deserve what you create, and nothing more.
- Listening is a magnetic and creative force in itself.
- Life is what you make of it, not what it makes of you.
- How you participate in a relationship is a conscious choice.
- Just don’t be you. Be “what it takes.”
- I think it’s a mistake and you would have to see that for yourself.
- Shift from “wanting” to “creating.”
- You’re over thinking this.
- A sale is a series of small yeses.
- The faster you get in touch with reality, the faster you will succeed.
- Too much information.
- What do you think has that happen?

- You can get nearly anything in life you want if you are willing to ask a thousand people.
- What stops you from asking a thousand people?
- When you stand up bring the earth with you.
- For something new to live, something old must die.
- What story do you keep telling yourself to feel afraid?
- Over rehearse beyond the rational.
- Discipline is actively creating what you want.
- It's as obvious as a ham sandwich.
- Enlarge your playing field.
- An introduction of boldness cures desperation.
- Know "who you are" before asking what you should do.
- What's in the client's best interest?
- When you get stuck it's best to "get strong."
- Bring the water. Always focus on the end user.
- You can spend your time getting ready to live or you can live.
- Kill the monster while it's small.
- It's not about the "how to." It's about the "choose to."
- Who certifies the certifiers?
- How to handle the past = realize that you did what you did because it seemed like the thing to do at the time.
- Two pains in life. The pain of discipline – the pain of regret – choose.
- Breathe thru it.
- When challenged do you go to purpose or ice cream?
- Strong narratives and matching deeds.
- Do you live in an "intentional world" or an "attentional world?"
- How could you be in the face of this?

Credit: Collected and compiled through coaching interactions with Dusan's SLC clients and members of the Straight-Line Coaching community.

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