

Special Report:

The Five Mistakes that Keep You From Success in Business and in Personal Relationships

By Jason Frenn

What is success? If you're like most, it's hard to define. But you know it when you see it. This special report will give you a clear definition of success. Along the way, you will discover five wonderful keys to achieving the success you desire in life, and you will learn how to avoid the mistakes that prevent many people from reaching it.

Mistake #1 - *Discounting the importance of integrity*

Too many people fail to realize that the greatest asset they have is their integrity. It's the foundation for the way we conduct our finances, relationships, and important decisions. Without it, there is hardly a legitimate reason for most of what we do. Why would you do business with someone you do not trust? Would you buy food from a grocery store that was known for being deceptive? Would you fly with an airline that forged their maintenance records? Would you take your car to a mechanic who was notorious for replacing parts that weren't broken? Would you develop a relationship with someone who you knew was a liar?

Recently, I went to see a movie about a start up company. The business started in a University dorm room and rapidly grew into international success. Unfortunately, the individuals who started the organization lacked integrity (at least they were portrayed that way in the film), and their mutual mistrust resulted in lawsuits that continue to this day.

After I walked out of the theater, I felt much less inclined to purchase the services of that organization. Why? Because if college friends were willing to engage in questionable practices and steal ideas from one another, then why would I believe that they wouldn't do the same to me, a complete stranger? As a consumer, my confidence in the organization diminished to the point where I am much less likely to give them my credit card number in exchange for their services.

Whether people are conscience of it or not, they do not feel comfortable doing business or being in a relationship with someone they do not trust. That is precisely why integrity is so vital for success in any area of life.

If you want to be successful, be a person of integrity. It's the greatest asset you have. Once you lose it, it's only a matter of time before your reputation goes with it.

Mistake #2 - *Having a main goal that has little sense of meaning or lasting value*

The second aspect deals directly with significance. All of us have goals. Some are noble. Some are practical. Some are truly pointless and lack meaning, which is fine provided that they are not the main goals we have for our personal or professional lives.

So what constitutes a goal that has meaning or lasting value? It's one that serves your best interests and aims to benefit others and the generations that follow. Virtually every goal that meets that criteria will provide you with a sufficient reason for achieving it.

King Solomon once said, "Meaningless! Meaningless!" says the Teacher. "Utterly meaningless! Everything is meaningless." On the one hand, I agree with him. Many of our goals won't amount to much in the long run. On the other hand, I disagree with his choice of the word "everything." After all, if I believed that this report wouldn't make a difference, I wouldn't have written it. There are some goals that truly matter, and when we achieve them they alter the course of our lives for the better.

What about you? Do you feel you are achieving nothing of eternal value? Do you lack direction? An uncertainty lurks over us when we sense we are achieving very little of lasting value. When you stand back and look at your personal goals, financial goals, professional goals, family goals, marital goals, educational goals, and relationship goals, is it obvious that they will benefit your life and the lives of everyone involved? Can you honestly say that if you achieve them you will become a better person? Will your family, friends, and those you may never meet be better off as a result?

One of the greatest things you can do to reach a level of success in any given area is to have goals that are worthy of your time and energies. If you're not fully convinced, then your family, friends and co-workers won't be convinced either.

Mistake #3 - Falling into the trap of being prideful and arrogant

Several years back, I jogged with the founder of the largest church in Central America. He once told me that pride is like bad breath. Everyone around knows you have it except you.

We all know that people can be arrogant and prideful but can organizations and corporations? Absolutely! And there is nothing worse than a company culture plagued with pride and arrogance. Such people and companies find change difficult mostly because they can't see a need for it. After all, they are where they are because of how *wonderful* they are. Right? I find it interesting that I've never met an arrogant person who was wise.

After integrity, wisdom is one of the most crucial attributes of someone who is successful in life. Wisdom cannot be bought, nor is it limited by one's intelligence. Yet it is available to everyone. Wise people tend to be humble not arrogant.

I once worked for a company that hardly missed an opportunity to mention that it was number one in its industry. The closest competitor was several billion dollars behind us in sales. The organization fell into triumphalism, and in a matter of a few short years, the competition caught up and passed us. By the mid 1990's, we were bought out by our competitor.

Today, I ask the following. Did the organization make wise decisions? Was it teachable or approachable? Unfortunately, the answer is no. Pride and arrogance not only destroys companies, it destroys relationships, families and marriages. How many people refuse to talk to each other because of pride? How many people are too prideful to listen to correction?

One of the ways you and your organization can avoid falling into this trap is by surveying others and asking them for their feedback. Then once they give it to you, don't dismiss it like so many people do.

What's the remedy for arrogance and pride? Humility. It allows us to see our lives as they truly are. Humility and discernment can allow us to make the necessary paradigm shift so that we can avoid disaster. In addition, they help us make the wise choices in order to make a quantum leap in the areas we want to be successful.

Mistake #4 - Not appreciating discipline as a discipline

As we look back over the previous three areas, we see that having integrity is essential in order to be successful in life. Being good isn't good enough however. We need goals that are worth pursuing, and we need the wisdom to attain them.

We all know people who are good and wise. So where do most people fail in their quest to find success? They lack the discipline to do what they know is good and wise. Whether you are on a diet, trying to get out of debt, need to increase your productivity, manage your time, or quit smoking, you will inevitably come to a place where you need discipline.

Those who have a wonderful goal and elaborate plan, have little chance of attaining it if they lack discipline. Think about it for a moment. Most people fail at their diets because they couldn't resist the temptation to eat. Most people get into trouble financially because they couldn't resist the temptation to spend. Most sales representatives fall short of their goals because they run out of emotional energy to keep making sales calls. They simply haven't developed the discipline of being disciplined.

So how can you become a disciplined person? First, you need to recharge your emotional batteries. The strength for change comes from our emotions, and when we are tapped out, our ability to be disciplined evades us. Eating right, getting sufficient sleep, and exercising are essential to regaining lost emotional energy.

Second, act disciplined and you will become disciplined. Much like motivation, people wait until they are motivated before they act. Unfortunately, motivation doesn't come before we act. We must act, and then we'll get motivated to act more. In the same way, act disciplined, and you'll become more disciplined.

Mistake #5 - Forgetting that you are a child of destiny

The Creator of the universe doesn't lie. He says you were beautifully and fearfully created for a great purpose. Since the foundation of the world, He looked forward to giving you life. Of the billions of people who live on this planet, no one is like you. You are destined for greatness, and you are not here by some random evolutionary chance. Those who fail to realize this simple fact never reach their greatest potential or become who they were destined to be. Somewhere along the way, they lost sight of their divine purpose and calling.

Maybe you're not where you want to be, or even worse, you're stuck in survival mode. If that's the case, I want you to know that you're in good company. Every husband, wife, mom, dad, entrepreneur, stockbroker, garbage collector, pilot, doctor, teacher, and yes, minister has struggled with the age-old question, "What am I doing with my life?"

Among the many differences between those who are successful and those who aren't none of the differences are as obvious as this. Those who connect to their divine purpose and who have peace with the Creator are much more likely to experience joy, peace, love, with a greater sense of belonging. And that is probably the best way we can define success. Success isn't just reaching a goal. It's living life as the Creator intended us to live it.

As you embark upon conquering the challenges you face, my prayer is that you always remember, *you are a child of destiny.*

I am fully convinced that these five truths will positively impact your life, family, and organization and empower you to overcome every adversity.