

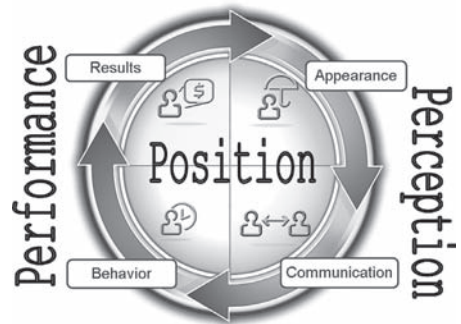
Introduction

Seems like the busiest people are most aware of the need to engage in their own continual personal development. Since you are one of these busy people, this Pocket Reference Book® (PRB) gives you information you can use immediately so you can better position yourself for success.

Lasting change occurs when you initiate a new step once a week and practice every day. Eventually, permanent behavioral change becomes a part of you.

Use the tips in this Pocket Reference Book® to improve or fine-tune specific skills. Apply them a tip at a time. Over time and with practice (implementation and action), you should experience a measurable improvement in how you are perceived and how you perform in order to position yourself for success.

Pathways to Positioning



1 Create the perception you want people to have of you. You have control over your own “detailing.” The little things matter when it comes to how people see, hear, and feel about you. Your appearance and communications skills are the means by which you affect perceptions.

2 Confirm and support how you are perceived by how you perform. A beautiful motorcycle on the outside can disguise an underperforming engine. Back up your personal packaging with your behavior, actions, accomplishments, and the results you achieve.

3 Combine how you are perceived with how you perform to position yourself for success. When you include all four pathways in your journey—appearance, communication, behavior, and results—you create a foundation for advancement and success in your professional endeavors and in life.



Success Language Cards
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