

INTRODUCTION

**There are no secrets to success. It is the result of preparation,
hard work, learning from failure.**

Gen. Colin Powell

I want to first congratulate you on taking a step towards reaching your chosen goal (or goals). You, no doubt, are serious about the direction in which you are headed. The principles covered in this booklet will put you on the correct path to your future. At this point you may have questions as to whether or not you are headed in the right direction; and some of you may not have an idea at all as to where you are going.

Regardless of your position, these principles will give you direction. Before we get to the 5 success principles, I want to share with you some foundational information that may help you in your pursuit.

The Importance of Goal Attainment

You have been planning a trip to California. The bags are packed; the car has been serviced and you have the itinerary mapped out. “*California, here I come.*” You already know it’s going to take you a few days to get there, but so what! This has been something you have wanted to do for a long time. A lot of planning has gone into it and you know the end result is *sunny California*.

Graduating high school, college or professional school; starting a business, reaching financial independence or successfully changing careers all should be pursued with the same excitement and persistence as planning a trip. We all have goals (at least we should) that will make our lives just a little bit better.

Imagine your future being EXACTLY as you envisioned. Debt free. Successful. Happy. Whatever that vision is of your future, it is only limited by the confines of your own mind. On your quest, however, be prepared for setbacks or obstacles.

Obstacles to Reaching Your Goals

In the example of our trip to California, there is a possibility that something may prevent or at least pose a challenge to reaching our destination. Let me share a personal example with you:

Several years ago, things were not going so well in my personal life. At that time I made the decision to relocate. Fortunately there was an employment opportunity where I was considering moving. This relocation would take me over 600 miles from Cleveland, Ohio to South Carolina.

I was supposed to leave for an interview on a Friday night to S.C. For whatever reason, I was unable to leave. My means of transportation was Greyhound. Nevertheless, my departure was delayed only for a day. So the next day (actually evening) I was able to depart for my interview. It was Saturday night though the interview was not until Monday morning. "South Carolina, here I come."

Within minutes of leaving the bus terminal, there was a major accident on the highway and we were stuck there for almost an hour. The trip was already going to take over 15 hours. So here I am. Sitting at obstacle number one – stuck on the highway.

Once the smoke cleared (literally), we were again on our way. We made the connecting bus – just barely – and my excitement began to rise. I'm on my way to reach my goal – relocation to S.C. As the bus approaches the terminal for the next connection, the driver announces that connections to several destinations, including mine, had already departed. You guessed it, obstacle number two.

With luggage in hand in a jam packed terminal in Tennessee, I learned that there was a 3 ½ hour wait for my connecting bus. By now frustration and anger is setting in but the only thing I could do was to wait. I also had the choice of getting totally mad or staying focused on my immediate goal – the interview. My choice was the latter. We departed and I eventually arrived at our destination of Greenville, S.C. – 24 hours after my initial departure.

Here it is 24 hours later where my good friend picks me up from the bus terminal. By the time we get to his place, my adrenaline was on high and I couldn't sleep. The interview is the next morning. My friend and I stay awake talking until 3 o'clock or so. My interview was scheduled for 8:30 AM.

I went to my interview (and aced it, of course) and made the long trip back home – without an obstacle. A day later an offer was made and I accepted.

Why did I tell you that story? I want to impress upon you that despite what obstacles come your way, you must stay the course. If you truly desire the goal set before you, any obstacle must be reduced to a bump in the road. I could have easily let my long trip get the best of me but I had a motive not to let it get to me. The Bible states that “any weapon formed against you shall not

prosper,” and not that it would not be formed because it will. You have the choice, many times, as to whether or not the weapon (or obstacle) will prosper. The principles shared here shall “prime the pump,” your mind, to assist with choices you will have to make on your road to success.

Your Goals Are Within Reach with a New Mindset

“As a man thinketh, so is he.” “Think and grow rich.” “Whatsoever lies in a man’s heart, so is he.” Not only are these some of the most profound and poignant quotations, but they are mindsets that can radically change your life. It does not matter if your goal is academic, professional, personal or a combination. A new mindset is essential to your future success.

F.O.C.U.S. is a vehicle to help you create a new mindset. Did you know that the human brain is only as powerful as you allow it to be? A step further, you even have to retrain it. Now there is a way for you to retrain your brain. The chapters that follow will cover the 5 principles of F.O.C.U.S.:

Free Your Mind – there is “stuff” in your head that must be eliminated.

Orient Yourself to Excellence – you must have a focal point that will drive your thinking.

Create a New Mindset – you cannot pour new wine into old wineskin.

Use Your Resources – the road to success should not be a lonely one.

Success is the Goal – what is your destination?