



**Developing Goals, Focus and Leader**

# Winning Ways

*A publication of*

## Winning Ways

*Developing Goals, Focus and Leaders*

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want! Call Joan Fletcher 703-273-9299 today. We are committed to helping you achieve your goals.

### Winning Ways NewsBits

Our new associate, T. C. Smith, was the keynote speaker for ITT Technical Institute's graduation!

TC and Joan will be attending professional conferences this summer to further their sales and strategic planning skills.

Coming soon: Winning Ways will be presenting seminars on sales, fear and confidence throughout the fall season. Register now to beat the rush!

## Finding the X: Focus on Achievement

Imagine you could shorten your work week, double your income, and rise to the top of your field at the same time. Sounds like a pipe dream? Success—the kind of success that results in more freedom, higher income, and higher demand for your services—is not a magical quality that some people are gifted with and others have no hope of attaining. To be successful, you simply have to do what other successful people do.

In his book *Focal Point*, Brian Tracy describes the keys to personal and professional success: focus and clarity. Finding the focal point, the one activity that will most help you move toward your goal, is the key skill that successful people have excelled in throughout history.

Tracy emphasizes the need to think through the day-to-day activities of your business life. What are you doing that adds the most value to your business? What are you doing that adds almost no value? What can you do better than anyone else in your field? Identifying your activities of highest value, and focusing more and more on these, will dramatically increase both your income and your amount of time off. By figuring out what you can offer that sets you apart, and focusing in on that, you can see your business grow in astonishing ways.

How much working time do you suppose you spend on activities that could be better delayed, delegated, or eliminated altogether? How much could you accomplish if you focused your time only on those things that add significant value to your work? Careful evaluation and strategic planning will help you find the most valuable uses of your time and energy.

Tracy cites what he calls the law of increasing returns: “the more you focus on doing the few things that represent the most valuable use of your time, the better you become at those activities and the less time it takes you to accomplish each one.”

In order to find your most valuable activities, you have to know where you are going, and how you plan to get there. Using strategic planning for every stage of your business will help focus you on your goals. “By thinking through the key questions and concepts of strategy,” Tracy says, “you very quickly find yourself doing more and more of the most important tasks that can move you toward your key goals.”

A strategic plan will help you dream big, while giving you the small, concrete steps you need to take to make the dream a reality. What do you want for your business? What would it be like if it was perfect in five years? Clarifying your vision will help you focus on the things that will truly help you get there, while eliminating other things which, while they may be valuable in themselves, detract from your main goal.

Tracy says, “The difference between using personal strategic planning as a central part of your life and just letting your life happen without a plan is like the difference between driving a car and riding a bicycle. Both will get you from point A to point B, but the car, personal strategic planning, will get you there faster and easier.”

You alone are responsible for success in your life and business. Many factors are outside your control, but you are in charge of what is by far

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the most crucial component in your life and work: you.

“I would contend,” says Tracy, “that fully 80 percent of all the constraints that are holding you back from achieving your most desired goals are inside you. Only 20 percent are on the outside.” Thinking strategically will help you eliminate habits and attitudes that are holding you back, and identify the skills that will be most beneficial for you to develop.

If you’re going to reach your full potential, you need to know where you want to go and how to get there. Then you need to focus your business life around those goals. Spend more time doing the things that move you forward; try to delegate or eliminate the things that are a distraction from your main focus.

There are only four basic ways you can improve your life, says Tracy. You can

do more of something you’re already doing; you can do less of something; you can start doing something new; or you can stop doing something. Every action you take will fall in one of these categories. Think about the things you do in your work today. Which things would you benefit by doing more or less of? Which would you benefit by eliminating? What new things can you do—habits you can introduce, or skills you can learn—that would move you further toward your goals?

Finding the X is all about finding which activities will take you furthest toward reaching your goals at each moment. Once you have learned to focus your time and energy on the essentials, you will find yourself working more effectively than you ever have before, and with greater satisfaction. And when you are working effectively and joyfully at the things you do best, there is no limit to what you can achieve.



**Who We Are and What We Do**

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca is the director of coaching programs at Winning Ways. She has 12 years of experience in coaching people to develop their talents and capabilities both in their work and personal lives. She works with small business owners and individuals who want to develop personally and professionally.

T. C. Smith is a business success coach who loves helping business owners and sales professionals make more money. He brings the same passion and energy to the coaching profession that he did to the award winning business he recently sold. T. C. will inspire and help guide you to achieve the important business goals in your life. When you want to be good bad enough, T. C. will help you get there.

**Oakton, VA Office:**

Joan Fletcher  
703-273-9299  
jletcher@winningwaysinc.com

**Clifton, VA Office:**

Caryn Franca  
703-830-3071  
cfranca@winningwaysinc.com

**Springfield, VA Office:**

T. C. Smith  
703-455-3348  
tcsmith@winningwaysinc.com

**The first three readers who contact Coach Caryn will receive a complimentary 30-minute coaching session. This is a \$100 value.**

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 e-mail: \_\_\_\_\_

Call or email Caryn at  
703-830-3071  
or  
cfranca@winningwaysinc.com



3312 Saddlestone Court  
Oakton, VA 22124

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