



The Difference In High Achievers

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Building a Better Life and Practice for Financial Advisors

High Achievers



If you're reading this report, chances are that you're successful to some degree. But we all know, or at least have observed, wildly successful entrepreneurs who sky rocket their businesses to the next, next, next, next level and beyond – a level you marvel at and admire.

What's the difference between achievers and high achievers? How do some entrepreneurs escalate their businesses to the top when they don't appear to be any more skilled than you?

You're right – your expertise in whatever particular industry you're involved in is probably not that different from the top achievers in your field. The difference lies in your mindset – your level of mastery of entrepreneurial fundamentals.

Below are four key characteristics of outrageously successful entrepreneurs. Spend time developing these tenets and your success will soar, as well.

FOUR CHARACTERISTICS OF HIGH ACHIEVERS

1. HIGH ACHIEVERS PROCESS AND IMPLEMENT CHANGE AT A VERY RAPID PACE.

If your company is going to succeed, you have to be ready and willing to change constantly. Wildly successful entrepreneurs maintain a

rhythm of constant change. Change works best when it is planned, so once these entrepreneurs decide the direction they want to take, they are bold enough to launch themselves headfirst into the new course.

Many other changes are unplanned, so as an entrepreneur, you must develop the ability to roll with the punches and adjust on the fly. Stay committed to your vision and plan, but be ready at any time to adapt based on circumstances, new developments, and especially when faced with adversity (you know – those "Oh S#IT" moments!). Flexibility is an undervalued trait, but a fantastic way to demonstrate your willingness to do what's necessary to push through to the next level.

2. HIGH ACHIEVERS KNOW HOW TO MANAGE RISK EFFECTIVELY, SO THEY'RE NOT AFRAID TO TAKE RISKS.

In order to manage risk, you've got to take risks. Because high achievers are so accomplished at managing the possible effects of their actions, they are willing and able to take more risks than everybody else.

Here's a helpful grid through which you can view risk. Calculate the best and worst possible results of the proposed course of action. The end results usually fall somewhere in between (i.e. the more-than-likely), but high achievers



are quick to decide if they can tolerate the worst thing that could happen as a result of taking a particular risk.

If you do decide that you can tolerate a bad result and the more-than-likely scenario will help you achieve your goals, move ahead with the risk – the possible good outweighs the potential bad. If you can't tolerate the worst case scenario and/or the more-than-likely scenario won't move you closer to your goals, don't take the chance – the reward from the risk is not great enough. The more you practice this method, the more you will develop your sense for finding the appropriate risk versus return ratio.

3. HIGH ACHIEVERS KNOW HOW TO EFFECTIVELY LEVERAGE RESOURCES.

High achievers have learned the best and highest use of their time, talent and resources. The idea is that you focus on what you can do based on what you are really good at. You perform the tasks that only you are qualified to do – the high points that drive results and hit your passion zone.

On the flip side, you should know the jobs at which your team members excel so they can take the burden of those tasks off you. This reaches beyond mere delegation of grunt work to knowing exactly how your team works smoothly together and who does which jobs best.

You should also have a good understanding of when you need to reach outside your

organization to make use of other resources – this could include vendors, consultants, colleagues and other trusted advisors. In short, you are a conductor bringing together the various members of your orchestra at just the right time to make beautiful music together.

4. HIGH ACHIEVERS MAKE DECISIONS QUICKLY. WHY? THEY KNOW WHO THEY ARE, WHERE THEY'RE GOING AND HOW THEY WANT TO GET THERE.

Many entrepreneurs are equally talented in terms of the knowledge specific to their industry – financial services, health care, construction, etc. One financial advisor, for example, may have 20 high net worth clients, while another has 100 of the same type of clients. Both advisors may know how to handle such clients and may be equally skilled in strategies that increase their clients' wealth (and their own). The second advisor just knows how to attract more clients at a quicker rate. His advantage is in the speed with which he operates because of his certainty in what he's trying to do.

High achievers know the values and principles that define who they are, they know exactly what they want and they are on a well-thought-out path to their goals. As different ideas and strategies emerge, they can quickly decide what to incorporate into their plan and what to leave out. High achievers are quick to make decisions to start something and slow to move away from the direction they set when their ideas meet challenges. Conversely, lesser achievers are slow to make decisions to start a new initiative and quick to change their mind when faced with challenges. At the end of the day, motion trumps meditation the majority of the time – so take some kind of action if you want to earn the status of high achiever.

SO HERE'S THE QUESTION:

When you look at highly successful entrepreneurs, what differences do you

see between them and you? These four characteristics just might be the answer. They might be your way of climbing off the low end of the achievement spectrum and jumping on the fast track to the top.

Do you want to be at the top? Do you want to be looking up at others or see them looking up at you? Reaching that best-of-the-best level requires more than just thinking, "Oh, I wish I could be successful like her." It requires full implementation and constant refinement of each of these four characteristics.

If you're ready to strive for big results,

centering your thinking on these four attributes can bring the motivation and traction you need. Your results will change when your behaviors change. Your behaviors will change when your beliefs change. Are you sure about who you are? Can you make decisions quickly? Are you willing to take managed risks and change quickly when necessary? Are you leveraging your resources in the best way?

Your business will truly succeed when you begin applying these entrepreneurial principles. Focus on these fundamentals and they will be difference makers for you.



Travis Chaney, CFP®, CMC™ CEO, Dynamic Directions

Travis Chaney was six weeks away from being fired for poor performance when he made the life-altering decision to reinvent himself and turn his life and practice around. Eight years later, he was in the top 1.5% of his firm in overall production and found he was living the life of his dreams.

Travis embraced his "BULLISH ON LIFE" attitude and began sharing his formula for success with other advisors. Travis and his team will guide you step-by-step into your new life and practice!

Reach out to Travis at tchaney@dynamicdirections-d2.com to schedule a complimentary consultation.

