

There's no easy road to success... just discipline.



***“We are what we repeatedly do.
Excellence then is not an act, but a habit.”
-Aristotle***

Resources:

Changing the Game: The New Way to Sell, Larry Wilson, 1987 New York: Simon & Schuster

Play to Win!: Choosing Growth Over Fear in Work and Life, Larry Wilson, 1998 Austin, TX: Bard Press

First Things First, Dr. Stephen R. Covey, 1994 New York: Fireside/Simon & Schuster

The 7 Habits of Highly Effective People, Dr. Stephen R. Covey, 1989 New York: Fireside/Simon Schuster

The 8th Habit, Dr. Stephen R. Covey, 2004 New York: Simon & Schuster

Quiet Strength: The Principles, Practices & Priorities of a Winning Life, Tony Dungy & Nathan Whitaker, 2007 Carol Stream, IL: Tyndale House Publishers, Inc.

The Winners Manual: For the Game of Life, Jim Tressel, 2008 Carol Stream, IL: Tyndale House Publishers, Inc.

Self-discipline is when your conscience tells you to do something and you don't talk back.

-W. K. Hope

Over the years, we've learned that the busier we become, the easier it can be to lose sight of guiding principles. When things move too quickly details can be overlooked, assumptions can become facts and focus can shift. That's when we must consciously take control, slow things down and return to what we know is true: the greatest asset of any organization is its people.

Taking the time to teach those individuals is an investment in future success. We believe the lesson that can deliver the most significant return on that investment, both personally and professionally, is discipline.

One choice at a time

You've heard it before: if you eat right and exercise regularly, you'll be healthier, and when you're healthy you have more options in your life than when you're not. Still, whether you're in the gym or on the job, the discipline necessary to achieve major life-goals can seem overwhelming until you realize it can only come in steps, one decision at a time. Making the same, right little choices, consistently, every day, builds habits, and good habits form the foundation of success.

For example, building a sales pipeline and keeping it full means choosing to do a lot of little things every day – making phone calls, doing research, sending emails, seeking to understand client needs. There's nothing easy about it. But the number of sales closed depends entirely on the number of qualified prospects, which is directly proportional to the number of touches made... daily disciplines that, when practiced consistently, yield results. And results yield opportunities.

Action and accountability

Our weekly training focus is always on discipline: growing the individual and defining his role in the organization. First we emphasize personal development, practicing and reinforcing life lessons and holding each other accountable. We consistently find that the positive habits we practice build character, self-confidence and shared trust. With that trust especially comes courage, proactivity and authenticity as each member of the team becomes more confident in whom she is, or what he has to contribute.

Of course, such growth doesn't happen overnight. And rarely are our habits where we want them to be. To walk the talk, we regularly work to close the "integrity gap" – to become what we're intended to be because we're doing what we should be doing, day in and day out. We hold each other up, expect excellence and celebrate milestones as part of our culture.

For More Information:

If you are interested in leveraging our team to increase revenue for your business, please contact us. We'll show you how we can help.

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NuGrowth Solutions, LLC
NuGrowth works with clients to accelerate revenue generation through proven sales and marketing programs.

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Remember what you want

As important as consistently choosing to do certain things may be, choosing *not to do* other things is equally significant. It's a matter of focus. Defining what's truly important, then determining what actions will support and advance that cause, can minimize any distractions that might get in the way – like fears or doubts. Perhaps that's why it's said that mastering self-discipline is mostly a matter of remembering what you want and why.

Practice is mandatory (the obligatory sports analogy)

The weekly training sessions also include specific sales skills exercises, especially for listening and communicating. It's there that we run the two-minute drills over and over until every team member knows every play, look, lineup and call, so to speak. That practice, plus regular coaching as part of each client engagement, means we share a foundation of knowledge and experience. Everyone knows what to do and why. More importantly, when we need to make adjustments right in the middle of the game, everyone can adapt quickly and keep the momentum going.

Our playbook is the Sales Execution Plan (SEP)[™]. Created specifically for each client, it provides a common vocabulary and an understanding of the goals. It gives us the perspective to work together through the familiar, measurable habits each team member must apply to achieve results.

Organizational discipline

The corporate equivalent of self-discipline is structure. Structure comes through the creation and consistent utilization of systems and best-practice processes. Structure enables flexibility, creativity and speed. When the entire team knows what needs to be accomplished, and brings the right habits to accomplish their goals each day, week, month, quarter and year, they can focus on results not the means to get there. Structure is the framework that enables constant measurement of progress toward results, rapid analysis of market intelligence and precise recalibration of methods and messages when required.

That's what we bring from the NuGrowth perspective: the disciplines of infrastructure, systems, management, leadership, training, coaching, all repeatable and scalable. We continually strive to improve upon each component within and between client engagements so we can move quickly and apply proven methods to attack a market or segment aggressively with a well-thought-out plan.

With best practices as second nature, we can adapt that two-minute drill we've practiced so well. We have the freedom to focus on meeting client needs. We can ask, "What's the end result we want?" then use every facet of the infrastructure that's already in place to execute a plan specifically for that goal. And we can do that rapidly and effectively.

Disciplined daily habits and effective organizational structure give us that freedom. By investing time in training, we are developing the personal and professional disciplines that consistently turn goals into accomplishments, and nurturing the individuals we want to work with – and be.

