

FEATURE | INDUSTRY | PERSONAL GROWTH

Good Morning, It's Today...Again!

Time to make a decision...suppose you make the one with the greatest impact on how your life works out?

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*"Lots of People Want Something Better or to Be Someone Else,
But Very Few of Them Want to Grow Into It."*

--Michael York

Welcome to TODAY!
We've been waiting for you.

Today's first question...

***Which decision do you suppose
will have the greatest impact on
how your life works out?***

1. Work
2. Work hard
3. Work hard on your job
4. Work hard on YOU

Hmmm... Let's explore the options.

1. WORK

Everyone does this one, right?

I mean from time to time. Don't overdo it though.

Why do you go to work in the morning? Hey that's what people do, go to work, so you go along with it.

It's like a parade of cattle headed for the barn, once you get 10 or 12 cows deep into the line they've got no idea really where they're going or

why...but everyone's doing it, so it must be what you should do too. The cattle call comes and off to work again today you go.

What's the reason, the purpose? No time to think about that one, the cows are movin' on.

2. Work HARD

Ever hear the one about "hard work?" You know, about the harder you work, the luckier you get, or some of those old clichés? Or maybe working smarter, that could be the key. Lots of people even work hard at getting out of hard work. Big difference between hard work, and working hard at something.

3. Work hard ON YOUR J-O-B

Wow, that must be the big secret of success today. Pour it on, 40, 50, 60 hours or more. Be really busy, or at least look like you're really busy. But what are you accomplishing? For others, for yourself, and for the marketplace? Because what many people don't understand is that we don't get paid "by the hour" or for an hour. Our earning power is tied directly to the amount of value we bring to a company or to the marketplace in that hour. And if you pour yourself into a job and do an amazing job at that job, you could still find yourself without a job. So what's the answer?

By process of elimination, and since it's not "all of the above" it must be number 4.

4. Work Hard on YOU!

Major clue to big success. Work harder on you than you do on your job.

It means simply that when you begin to work hard on you, you'll develop a new attitude and new skills. You'll develop greater wisdom and understanding.

You'll gain empathy and not just experience.
Think experience is your ticket to success?

Or preventing you from getting yours?

Too often today experience is something that says how good we used to be, or how many years we've been doing it the same old way. And that's becoming less and less valuable in this marketplace.

How'd you like your surgeon operating on you with the same tools and training and techniques he was using in 1980 (*Right, me neither*)? That's not "OLD school"...it's just OLD.

So could that mean 25 years of experience isn't enough? You bet, the real question is "How good will your surgeon be next week?"

That's what YOU really care about isn't it? And that's exactly what the marketplace cares about.

Not how good you used to be, or how hard you work, or how busy you are...but how will you bring value with your performance next week? How will you gather up all you've learned, what you're learning NOW, and invest it into delivering the performance of your life or your career?

**And #5...your bonus round:
Ordinary people work. RICH people NETWORK.**

That's why you're here right? To get more "RICH STRATEGIES" into your life?

I'm not just talking about the money, I'm talking about the learning and growing and commitment (see my book, *The 10 Commitments*) that comes before the money arrives.

***Personal Development is
PERSONAL!***

And individuals have very personal reasons for WHY they want to succeed and for stepping out of line with the rest of the boring, conforming souls trudging to work everyday or stuck in traffic on the way there.

Work harder on you and see what the marketplace is willing to pay and where you're able to go. See how it changes your day to day lifestyle and the results you get from it.

It's uncommon, and a major clue that success has left behind for you today.

You can quote me on that one...
I love quotes.

And I love how occasionally you read or hear one and BANG! You get it. Here's one of my favorites to get your list started...

Quote: ***"If I fail it will be for a lack of ability, and not for lack of purpose."***

--Abraham Lincoln

Powerful messages can sometimes come in like a storm, raining down truth and blowing away excuses like leaves in a wind. If we find ourselves living in the greatest country in the world, with an abundance of opportunity and the freedom to pursue it, how can we spend so much time looking for a job, and so little time on finding our purpose?

For once purpose is found, our only challenge becomes increasing one's skills and abilities to the greatest measure. There is no lack of opportunity for greatness, only a lack of resolve.

If you'd like my E book of UNCOMMON QUOTES with both **OLD** and **NEW** school wisdom, email me at leader@MichaelYork.com

To Your Uncommon Success,
Michael



Michael York is the author of **BECOMING UNCOMMON** and **The 10 Commitments** along with a host of E books and audio programs. He is the "Chief Learning Officer" and consultant to a variety of selling organizations and speaks to over 60 audiences each year on winning in today's marketplace. Find out more about him at www.MichaelYork.com and by going to: www.TheMichaelYorkChannel.com
