

110% Success

David M. Shedd

ACCOUNTABILITY TEAMWORK
RESPECT FOCUS COMMUNICATION
COURTESY CUSTOMERS SATISFACTION
FUNDAMENTALS SUCCESS
CONFIDENCE / AMPLIFICATION

110% SuccessTM

**Insights and Quotes to Move
You and Your Company
Forward**

David M. Shedd

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Chapter 7: Fundamentals of Personal Success

Section I: What is Success?

1. Understand your own definition of success

"What is success? To laugh often and much; To win the respect of intelligent people and the affection of children; To earn the appreciation of honest critics and endure the betrayal of false friends; To appreciate beauty; To find the best in others; To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; To know even one life has breathed easier because you have lived; That is to have succeeded." Ralph Waldo Emerson (19th century American poet)

"Do your best. That is success." John Wooden (Famed UCLA basketball coach)

"There is a compelling lesson from Homer's *Odyssey*. At the end of a long life of suffering, maybe the best lesson that any of us can learn is to stay home, take care of our families, and be content with a life that brings simple happiness instead of glory." Rufus Fears (History professor at the University of Oklahoma)

"What man actually needs is not a tensionless state but rather the striving and struggling for a worthwhile goal, a freely chosen task." Viktor E. Frankl (Holocaust survivor, author of Man's Search for Meaning)

"Too many people spend money they haven't earned, to buy things they don't want, to impress people they don't like." Will Rogers (Early 20th century American cowboy, actor, humorist)

"When you are content to be simply yourself and don't compare or compete, everybody will respect you." Lao Tzu (Ancient Chinese philosopher)

"Be yourself. Everyone else is already taken." Oscar Wilde (Irish writer and poet)

2. Live life today... in the present time

"It is good to appreciate that life is now. Whatever it offers, little or much, life is now – this day – this hour." Charles Macomb Flandrau (American author)

"Most people spend the greatest part of their time working in order to live, and what little freedom remains so fills them with fear that they seek out any and every means to be rid of it." Johann Wolfgang von Goethe (From his novel The Sorrows of Young Werther published in 1774)

"There is nothing the busy man is less busied with than living; there is nothing harder to learn." Seneca (Ancient Roman stoic philosopher)

"I carry on as if I should never die. And I carry on as if I was going to die any minute." Zorba (Zestful Greek character from the novel Zorba the Greek)

"The art of life is to deal with problems as they arise, rather than destroy one's spirit by worrying about them too far in advance." Cicero (Roman orator, philosopher and statesman)

"Do not dwell in the past, do not dream of the future, concentrate the mind on the present moment." Buddha (Indian spiritual teacher and founder of Buddhism)

"Dost thou love life? Then do not squander time, for that is the stuff life is made of." Benjamin Franklin (A Founding Father of the United States)

"Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you." Carl Sandburg (Early 20th century American biographer and poet)

3. Be happy now

"Happiness is the one thing we seek for itself and not as a means to something else; whether we are aware of it or not, happiness is the true aim of all we do." Aristotle (Ancient Greek philosopher)

"The Great Western Disease lies in the phrase, I will be happy when... As in, I will be happy when I get that promotion, or I will be happy when I buy that house, or I will be happy when I get that money...[Looking back], many older people say they were so wrapped up in looking for what they didn't have that they seldom appreciated what they did have. They often wish they would have taken more time to enjoy it." Marshall Goldsmith (Leadership coach and author of What Got You Here Won't Get You There)

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful." Albert Schweitzer (Early 20th century German theologian, scientist and humanist)

"We can throw our whole lives away looking for things we already have but don't treasure." Peter Thomas (Canadian entrepreneur and author)

"The journey is better than the inn." Cervantes (Spanish author of Don Quixote)

Section II: Preconditions to Realizing Your Success

4. Take personal responsibility to realize your success

"Take 100% responsibility for your life." Jack Canfield (Co-author of Chicken Soup for the Soul)

"People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in the world are the people who get up and look for the circumstances they want and if they can't find them, make them." George Bernard Shaw (Irish playwright)

"Our remedies oft in ourselves do lie / which we ascribe to heaven." William Shakespeare (English playwright and author of All's Well that Ends Well)

"A man can fail many times, but he isn't a failure until he begins to blame somebody else." John Burroughs (American naturalist and essayist)

"There is only one element in life under our own control – our own excellence." Randy Komisar (American venture capitalist and author)

5. Set goals and create a plan to achieve them

"People with goals succeed because they know where they are going. It's as simple as that." Earl Nightingale (American motivational speaker and author)

"He who every morning plans the transaction of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign." Victor Hugo (19th century French dramatist, novelist, and poet)

"In training camps, therefore, we don't focus on the ultimate goal – getting to the Super Bowl. We establish a clear set of goals that are within immediate reach...When you set small, visible goals, and people achieve them, they start to get it into their heads that they can succeed. They break the habit of losing and begin to get into the habit of winning." Bill Parcells (Super Bowl-winning football coach)

"Throughout my athletics career, the overall goal was always to be a better athlete than I was at that moment...The improvement was the goal. The medal was simply the ultimate reward for achieving that goal." Sebastian Coe (Olympic Gold Medal winning runner)

"You've got to be careful if you don't know where you're going, because you might not get there." Yogi Berra (Baseball Hall of Fame catcher)

6. Be positive, optimistic and enthusiastic

"Keep your thoughts positive because your thoughts become your words. Keep your words positive because your words become your actions. Keep your actions positive because your actions become your values. Keep your values positive because your values become your destiny." Peter Thomas (Canadian entrepreneur and author)

"Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence." Helen Keller (Deaf and blind American author)

"I am fundamentally an optimist...Part of being optimistic is keeping one's head pointed toward the sun, one's feet moving forward." Nelson Mandela (First black President of South Africa)

"All is for the best in this best of all possible worlds." Dr. Pangloss (Character from Voltaire's novel Candide)

"Nothing great was every accomplished without enthusiasm." Ralph Waldo Emerson (19th century American poet)

"Enthusiasm is a vital element toward the individual success of every man or woman," Conrad Hilton (Founder of Hilton Hotels)

"Success is the ability to go from one failure to another with no loss of enthusiasm." Winston Churchill (British Prime Minister during World War II)

"A positive attitude may not solve all your problems, but it will annoy enough people to make it worth the effort." Herm Albright (Writer, 1876-1944)

7. Forgive and avoid negativity

"Resentment is like drinking poison and then hoping it will kill your enemies." Nelson Mandela (First black President of South Africa)

"To be wronged is nothing unless you continue to remember it." Confucius
(Ancient Chinese philosopher)

"I must forgive so that my desire for revenge does not corrode my being."
Desmond Tutu (South African bishop and activist)

"Worrying gives a small thing a big shadow." Swedish proverb

"Any fool can criticize, condemn, and complain - and most fools do." Dale
Carnegie (Author of How to Win Friends and Influence People)

Section III: 11 Behaviors of Successful People

8. Develop daily habits

"The individual who wants to reach the top in business must appreciate the might and force of habit. He must be quick to break those habits that can break him – and hasten to adopt those practices that will become the habits that help him achieve the success he desires." J. Paul Getty (Founder of Getty Oil and the richest person in the world in the 1960's)

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." Aristotle (Ancient Greek philosopher)

"A daily routine built on good habits is the difference that separates the most successful amongst us from everyone else." Darren Hardy (Publisher of *Success* magazine)

"We first make our habits and then our habits make us." John Dryden (17th century British poet)

9. Focus on the important, avoiding distractions

"The main thing is to keep the main thing the main thing." German proverb

"What you do is infinitely more important than how you do it. Doing something unimportant well does not make it important. Requiring a lot of time does not make a task important." Tim Ferriss (Author of [The 4-Hour Workweek](#))

"The key is not to prioritize what's on your schedule, but to schedule your priorities." Stephen Covey (Author of [The Seven Habits of Highly Effective People](#))

"It's only by saying 'no' that you can concentrate on the things that are really important." Steve Jobs (Founder and former CEO of Apple)

"Learning to ignore things is one of the great paths to inner peace." Robert J. Sawyer, (Canadian author of [Calculating God](#))

"The successful warrior is the average man, with laser-like focus". Bruce Lee (Chinese-American actor and martial arts instructor)

"Switching from task to task causes us to forget what we were working on in the first place; in some cases, the forgetting rate can be as high as 40%. Workplace

studies have found it takes up to 15 minutes for us to regain a deep state of concentration after a distraction such as a phone call." Joseph T. Hallinan (American journalist and author)

"Beware distractions; workers distracted by phone calls, E-Mails, and text messages suffer a greater loss of IQ than a person smoking marijuana." TNS Research (As quoted in Happier by Tal Ben-Shahar).

10. Keep things simple

"Simplicity, simplicity, simplicity! I say let your affairs be as two or three, and not a hundred or a thousand; instead of a million count half a dozen." Henry David Thoreau (19th century American poet and author of Walden)

"One does not accumulate but eliminate. It is not daily increase but daily decrease. The height of cultivation always runs to simplicity." Bruce Lee (Chinese-American actor and martial arts instructor)

"Besides the noble art of getting things done, there is the noble art of leaving things undone. The wisdom of life consists in the elimination of non-essentials." Lin Yutang (Chinese writer and inventor)

"The ability to simplify means to eliminate the unnecessary so that the necessary may speak." Hans Hofmann (German-Canadian paleontologist)

"Allah has removed from the Sahara all that is unnecessary so human beings can grasp the essence of things." Muslim proverb

11. Be effective at getting the right things done

"Do not mistake activity for achievement." John Wooden (Famed UCLA basketball coach)

"Get the important done first. What's been on your to-do list the longest? Start it first thing in the morning, don't check E-Mail and don't allow interruptions or lunch until you finish." Timothy Ferriss (Author of The 4-Hour Workweek)

"There is surely nothing quite so useless as doing with great efficiency what should not be done at all." Peter Drucker (Author and management theorist)

"Measuring busy-ness is far easier than measuring business. Busy-ness might feel good (like checking your email on Christmas weekend) but business means producing things of actual value. Often, the two are completely unrelated. What if you spent a day totally unbusy, and instead confronted the fear-filled tasks you've been putting off that will actually produce value once shipped?" Seth Godin (American entrepreneur and author)

12. Do what you say

"Making noble resolutions is not as important as keeping the resolutions you have made already." Seneca (Ancient Roman Stoic philosopher)

"Well done is better than well said." Ben Franklin (A Founding Father of the United States)

"After all is said and done, more is said than done." Aesop (Greek writer credited with writing Aesop's Fables)

13. Get going and move quickly

"The wise man does at once what the fool does finally." Niccolò Machiavelli (Renaissance Italian historian, philosopher, and author)

"Many a false step was made by standing still." Chinese proverb

"Putting off an easy thing makes it hard. Putting off a hard thing makes it impossible." George Claude Lorimer (19th century American pastor)

"The secret to getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one." Mark Twain (19th century American author and humorist)

"The secret to success lies in careful preparation followed by speedy and decisive execution." Napoleon Bonaparte (Emperor of France from 1804 to 1815)

"Behave with urgency every day. Urgency is a set of thoughts and feelings as well as a compulsive determination to move and win now." Martin Zwilling (Author of Do You Have What It Takes to Be an Entrepreneur?)

"Perfection is the enemy of good. By this, I mean that a good plan executed with great vigor now is better than a perfect plan next week. Success is a very simple thing; and the determining characteristics are confidence, speed, and audacity – none of which can ever be perfect, but they can be good." George C. Patton (US General during World War II)

14. Seize the opportunities that come your way

"To capitalize on luck, model Napoleon. Be quick, decisive and snatch at opportunities as they arise." Paul Johnson (Napoleon biographer)

"To every man there comes in his lifetime that special moment when he is figuratively tapped on the shoulder and offered a chance to do a very special thing, unique to him and fitted to his talents. What a tragedy if that moment finds him unprepared or unqualified for the work which would be his finest hour." Winston Churchill (British Prime Minister during World War II)

"The right man is the one who seizes the moment." Johann Wolfgang von Goethe (German writer, artist, and scientist)

"There are smart decisions and wise decisions. And one form of wisdom is the ability to judge when to let luck disrupt our plans. Not all time in life is equal. The question is, when the unequal moment comes, do we recognize it, or just let it slip? But, just as important, do we have the fanatic, obsessive discipline to keep marching, to push the opportunity to the extreme, to make the most of the chances we're given?" Jim Collins (Author of Good to Great and Great by Choice)

15. Be persistent

"Press on. Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination are omnipotent." Calvin Coolidge (30th President of the United States)

"In every field, grit (perseverance and passion for long-term goals) may be as essential as talent to high accomplishment." Angela L. Duckworth (Professor of psychology at the University of Pennsylvania)

"Persistence and consistent effort rule the day. We over-estimate what we can do in three months, but under-estimate what we can do in three years." David Shedd

"Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish." John Quincy Adams (6th President of the United States)

"If you are going to go through hell, keep going." Winston Churchill (British Prime Minister during World War II)

16. Be a person with integrity... be a good and kind person

"One person – a Raoul Wallenberg, an Albert Schweitzer, a Martin Luther King Jr. – one person of integrity can make a difference, a difference of life and death." Elie Wiesel (Author, Nobel Prize winner, Holocaust survivor)

"Professionalism is not just about appearance, ethics and a code of conduct. Professionalism is about having a lifetime dedication and commitment to higher standards and ideals, honorable values, and continuous self-improvement. Professionalism is a built in guidance system for always doing the best that you can do, always doing the right thing, and always standing tall for what you believe in." Jim Ball (Leadership consultant)

"Try not to become a man of success but rather to become a man of value." Albert Einstein (Nobel Prize winning physicist)

"Thousands of candles can be lit from a single candle, and the life of the candle, will not be shortened. Happiness never decreases by being shared." Buddha (Indian spiritual teacher and founder of Buddhism)

"It is rather embarrassing to have given one's life to pondering the human predicament and to find that in the end one has little more to say than: 'Try to be a little kinder.'" Aldous Huxley (English writer; author of Brave New World)

17. Rest, reflect, rejuvenate

"Make time off or 'Rejuvenation Time' one of your crucial, non-compromised, devoted productive priorities. Darren Hardy (Publisher of *Success* magazine)

"The time to relax is when you don't have time for it." Sydney J. Harris (American journalist)

"We are a work-identified nation, that's the badge we wear - where we work, what we do - that's how we define ourselves. As such, we have a hard time giving ourselves permission to take vacation time." Katherine Crowley (American psychotherapist and small business consultant)

"Every now and then go away, have a little relaxation, for when you come back to your work your judgment will be surer. Go some distance away because then the work appears smaller and more of it can be taken in at a glance and a lack of harmony and proportion is more readily seen." Leonardo da Vinci (Italian Renaissance painter, sculptor, architect)

"Dolce Far Niente (The Sweetness of Doing Nothing)" Italian proverb

18. Be good to yourself

"You can search throughout the entire universe for someone else who is more deserving of your love and compassion than you are yourself, and that person is not to be found anywhere. You yourself, as much as anybody, deserve your love and compassion." Buddha (Indian spiritual teacher and founder of Buddhism)

Chapter 9: About the Author

David M. Shedd is an experienced President / CEO level executive, an author, an award winning speaker, and a business consultant. David's passion and mission in all these activities is to help move companies forward and succeed through an unrelenting focus on the fundamentals.



As an executive, David has more than 10 years' experience as President of an up to \$200M group of manufacturing and services companies. In this time, he has overseen a total of 19 different companies, including start-ups, business turn-arounds, and hyper-growth companies.

As a business consultant, David has advised more than 25 different small to middle market clients (both domestically and internationally) in delivering growth, improving operations, and developing people.

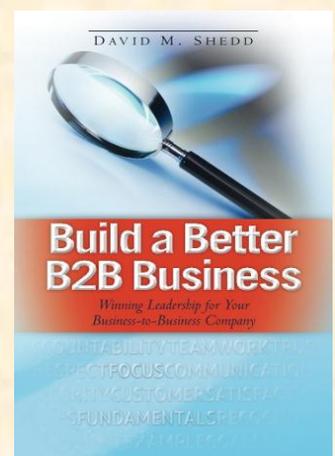
David holds a BA in Mathematics and an MBA degree with Distinction from the Wharton School of the University of Pennsylvania, where he graduated as a Palmer Scholar in the top 5% of the class. Prior to earning his MBA, David had broad international experience. He worked at the World Bank / International Finance Corporation, and he taught Mathematics and European History at an international high school near London, England.

David's first book, [**Build a Better B2B Business**](#), is available on Amazon.

David lives in Chandler, Arizona with his wife and three children. He invites readers to E-Mail him at davidshedd@cox.net and to visit his website at www.davidmshedd.com or www.110percentsuccess.com.

David's website is chock-full of information to help businesspeople move their companies forward. It contains:

- More than one hundred of his on-going blogs on business success and leadership.
- A bibliography (and book summaries) of excellent business, leadership and success books.



- Yet even more quotes on business and success.
- Referrals to other insightful business thought leaders.

If you have not already done so, [Click here](#) to sign up to receive a free copy of **“110% Success™: Essential Questions to Move Your Company Forward”**, follow David’s blogs, and receive David’s monthly E-Mail newsletter.

If you are looking for more hands-on, in-depth assistance, such as:

- Executive Leadership
- Interim Leadership
- One-Day Strategic Business Review
- Consulting Engagements
- Business / Strategy Critique
- Personal One-on-One Telecoaching Calls
- Speaking
- Training Seminars

Then E-Mail David at DavidShedd@Cox.Net.

Thank you for your interest. I wish you the best of luck in building, growing, and improving your company, moving it forward and propelling it and you to greater success!

Achieve 110% Success™!

Success in business as in life comes from a consistent effort (yes). But, it also requires doing the right, wise and good things and being an intelligent, thoughtful and ethical person.

In *110% Success™: Insights and Quotes to Move You and Your Company Forward*, David Shedd has put together 110 timeless insights into business and personal success. Backed up by more than 450 quotes from famous (and not so famous) individuals across continents and throughout history, this collection will guide, inform, and inspire you to move yourself and your company forward.



DAVID M. SHEDD has ten years of success as President of an up to \$200 million group of companies, having led, improved and grown 19 different businesses. David's first book, *Build a Better B2B Business*, was published in 2011. David blogs regularly at www.DavidMShedd.com.

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