

# 13 Tools Successful Entrepreneurs Can Utilize To Achieve More Powerful Results

Having the right tool for the job is vital when it comes to creating or repairing a structure. The same holds true for achieving your desired outcomes, whether personal or professional.

You need sound, workable tools to effectively move forward. The tools you are being introduced to here are self-created. That means you will create them. Many of these tools are inner stances that you will choose to operate from or live from. You will have to create them, from here on out, by the way you speak and act.

You created any undesired situation that you find yourself in by speaking, action, and non-action. You can also resolve the situation by speaking, action, and non-action. Archimedes famously said, "Give me a lever long enough and a place to stand, and I shall move the world." Well, you have a place to stand, so here are the levers (tools) for moving your world and the worlds of others.

**1 Commitment is the foundational tool.** Commitment is demonstrated in doing what's required to get an intended result. If you are not sure what you have been committed to in the past, simply look at the results that you have or have not produced. Commitment is self-created. Without generating your own commitment, you have no chance of succeeding. Commitment is, "Yes I will" or "No I won't." What you say yes and no to determines the quality of your life. Do more of what makes you stronger. Do less of what makes you weaker. Make the majority of your choices growth choices, as opposed to comfort choices.

**2 Integrity is a linchpin in increasing personal and professional performance and achieving results.** Integrity is honoring your word once given. Generating and maintaining a high level of integrity will greatly increase your power and effectiveness. People who are struggling to produce sufficient results many times require strengthening their integrity. People who lack integrity are not necessarily bad people. They just can't be counted on to follow their word.

**3 In order to create potent momentum to propel one forward in life, the "desired state of affairs" must be considered much more significant than the "current state of affairs."** For example, if your business is currently generating one hundred new customers per month, and you desire to generate two hundred per month, you have to consider the desired state to be a "must." If you are fairly content with the current volume, you will only consider the desired state to be a "should." People will act on a "must." They tend to ignore a "should."

**4 Refuse to create yourself as a victim no matter what is said about you or is done to you.** Sure, someone can be victimized; however, declaring yourself to be a victim is entirely up to you. The position of victim is entirely self-created, and you can't do anything worthwhile while operating from this weak position.

**5 Listen powerfully and deeply.** The first question that someone asks you is almost never the real question that's on their mind. There is usually a secondary question propped up just behind the original one. Mastering listening skills is an essential component of living effectively. Only by first mastering listening skills can you begin to master language skills.

**6 Speak powerfully.** The quality of the language in use is the make-or-break factor in most relationships. Don't give your word lightly, and mean what you say. Notice the impact or lack of impact your speaking has on others, and adapt if necessary. People will get the most benefit from concise, unmitigated speech as opposed to lame, stale bromides. Say what will make a difference. You are a product of your speaking.

**7 Look from multiple perspectives.** Intentionally see what it is that you are currently not seeing. Help others to do the same. Stop telling yourself that you can't achieve your goals. Train yourself to ignore the voice in your head if it's irrational.

**8 Create separation between yourself and any disempowering thought you are experiencing.** There is a very simple tool for doing this. Say, "Now I am having the thought that \_\_\_\_." This will allow you to distinguish "being" a disempowering thought from "having" a disempowering thought. For example, "Now I am having the thought that this will be hard." "Now I am having the thought that I am in big trouble." By doing this daily, you start operating from a more aware position, rather than just being run by the contents of your head.

**9 Notice where you are getting in your own way and stop doing this.** Make agreements with yourself about what you will and will not do. Promise yourself that you will keep your agreements with yourself. You don't need an accountability partner. You are the only one who can hold yourself accountable. Don't obey any self-imposed, unreasonable attitudes about what you can and can't do. You get more of what you tolerate, so don't tolerate any nonsense from others and especially from yourself.

**10 Stop talking about your potential.** Start putting metrics on your life. Confront exactly where you are, and define your chosen objectives. What gets measured tends to get done. Don't hide behind vague hopes or invoke magical thinking. Thinking and feeling are internal activities. You have to go external to get results. You have to generate necessary required actions to get desired results. Set deadlines for the things that matter. Make "specific date and time" your mantra.

**11 Don't confuse activity with meaningful action.** Fear makes people do strange things. This includes trying to shift attention off of poor performance, or a lack of results, by engaging in comfortable surface activities that produce little or no value. Always focus on core actions, which are the actions that are actually required to get the result, and, of course, focus on the result itself. Avoid activity, no matter how frenzied, if it is not producing results.

**12 Be able to communicate, in one sentence, what your product or service does.** Also be able to communicate, in no more than six sentences, how your product or service makes a client or customer better off.

**13 The physical universe is the ultimate feedback mechanism.** All you have to do is to observe the impact you are having, or not having, on your relationships, your business, and yourself. This can be a sobering experience. Some people will like what they see and others will not. If you are not pleased, and have the courage to admit it to yourself, know that you have a choice. You can be who you need to be in order to do what's required to live life on your own terms.

*This document was written by Dusan Djukich; the innovator of Straight-Line Coaching and the best-selling author of Straight-Line Leadership: Tools for Living with Velocity and Power in Turbulent Times. [www.straightlinecoach.com](http://www.straightlinecoach.com)*

*© All rights reserved. Copyright Straight-Line Coach Worldwide.*