

# 13 Things That Entrepreneurs Who Thrive Know That Give Them Their Edge

Thriving is much more than just succeeding financially and living in comfort, which is what most people try to do. Thriving is about “being who you need to be” so you can do “what’s required” in order to “achieve your intended results in life,” whether it be personally or professionally.

A huge mystery has always surrounded the question of, “Why do some people thrive in life while most don’t?” Common explanations range from being hardworking and obsessed, to being gifted and naturally brilliant. But regardless of the reasons given, they do not provide access for someone who is merely paying their bills, or even someone living quite comfortably, to alter who they need to be, in order to thrive.

My intent is to help you, to help yourself to thrive. You have to generate the commitment. Commitment is the fuel that results run on. If you are not willing to do that, you are wasting your time.

**1 They realize that it’s not enough to understand powerful things.** You must create them for yourself. Talking about doing great and wondrous things, and bringing them forth into actual reality, are two entirely different worlds.

**2 Without commitment nothing happens.** Commitment is “doing what’s required, to get an intended result.” Commitment is created. If you don’t generate commitment, you won’t have any. Knowing “that you should be committed” is worthless without “being committed.” If you want to know what you have been committed to in the past, look at your results.

**3 There is a huge difference between core values and operational values.** Core values are what you believe in, and many times think about, and talk about. Operational values are how you actually live. Saying you value health, fitness, and an active lifestyle (core values) while engaging in over-eating and a sedentary lifestyle (operational values), will produce a life dominated by operational values. Your results in life don’t come from what you “believe in” or “talk about” but “how you live.”

**4 Brief unmitigated speech is in constant use.** Long-winded explanations reduce power and impact. They weaken your message. When asked, entrepreneurs who thrive are able to say what it is that they do, in one sentence. There is no such thing as, “softening people up” by being artificially nice, or utilizing cute platitudes. They show respect for other’s time and life by getting to the point without hesitation.

**5 People have great intentions, but their impact many times misses the mark.** Most people would rather be judged on their intentions, rather than their impact. The problem is that others don’t know your intentions – only your impact. The other problem is that people don’t usually care about how well-intended you are. They care about what you can do for them. You are the only one who can take responsibility for generating effective impacts in life.

**6 Purpose management vs. time management confusion.** People don’t have time management problems; they have purpose management problems. If you don’t have a basic purpose in life, you had best create one. Don’t go looking for it, as that’s just another way to put off this vital and necessary part of life. A big purpose that you are truly committed to gives a life of substance and depth. Create it now. If it’s not a good match for you, you will know soon enough and you can create another. A purpose will always let you know what to say yes to, and what to say no to. Just know your purpose and that will tell you what to do next.

**7 Always deal in specific measurable results.** By observing specific measurable results, you will know where you are at, and what to focus on next. They make a great compass. So say what you will accomplish and by when. We are talking precise date and time. Purposely being vague is an attempt to create a back door if things get tough. You must follow through on clearly stated declarations in order to thrive.

**8 True intent is demonstrated in behavior.** That goes for both yourself, as well as others. Never assume that logic is running the show. Examine the current reality. What is really so? The only proof of a person’s true intention is found in how they live. Do they honor their word? Don’t lie about it or rationalize it. You will just keep enabling what’s not working in your life.

**9 Always learn from the past, but don’t be attached, or dictated to by it.** Using what happened in the past as an excuse for not living fully and completely in the present, is one of the most irresponsible things that you can do. The past no longer exists, unless you want to constantly recreate it, and carry it around with you. If you are living in the past, know that you are living in a place that isn’t. It’s dead – move on. The past does not cause the present. The present is the source of the past and also the source of the future.

**10 They are very black and white about results.** They don't play games with themselves. They confront the question of results head-on: "Exactly what result am I producing? Is that what I really want?" They don't spend years climbing up and down a tree with no coconuts.

**11 Refuse to be a victim, regardless of what was done to you, or what your present circumstances are like.** There may be people in your life who invite you to buy into this mentality. Ignore them. Living in blame, shame, and regret doesn't work, and will only serve to keep you stuck. Self-pity breeds entitlement. Psychologically mature people don't blame others for the life that they have. Create an "ownership mentality" for your life today. Owners focus on what they want to create. Victims focus on what they want to avoid.

**12 You won't have a conversation with the world that is any different than the one you are presently having with yourself.** How you operate in life comes out of your speaking. You either speak powerfully, or you don't, and there are consequences to each.

**13 The only thing that stops anyone is an action that they are unwilling to take.** And the reason this happens is because of a thought that they allow to paralyze action. Thoughts are just thoughts, no matter how scary. You don't have to obey them.

*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.*