



POWER CHOICES©
March 2007



Power Choice #23– TENACITY

Are you at that point in your life when just a little extra **tenacity** would tip the scales in your favor?

Are you challenged with digging deep inside and finding that extra reserve – **tenacity** – would help you over some really difficult hurdle?

Are you consistently **tenacious** and hang in no matter what?

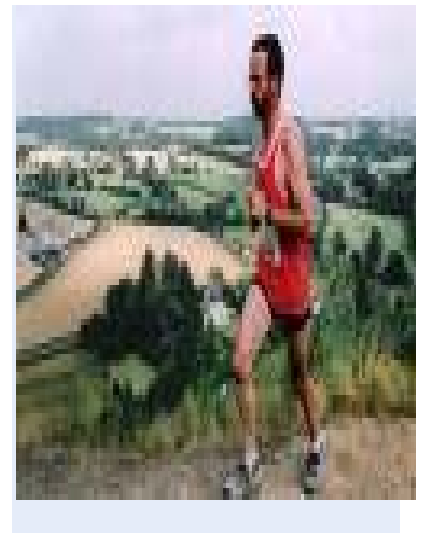
If YOU are (and even if you're not)...
Please read on!

- Learn techniques to that can help **YOU** build stronger skills and capabilities for **tenacity**!
- Learn habits and behaviors get in the way of your ability to be **tenacious** and persistent!
- Learn to identify how to develop the habit of **tenacity** to gain a competitive edge!
- Learn to improve **YOUR tenacity** capacities and abilities personally and professionally overall!

We are interested in helping **YOU** build **YOUR** ability to enhance your capacity to use more **tenacity** when executing goals and action plans that can change your life for the better. If your desire to have a life filled with purpose, balanced health, social responsiveness, enhanced ethical behaviors, mental growth, nurturing family relationships, amazing career performance and financial success, than contact Laura or Leanne to begin **YOUR** first steps in learning to rely on **YOUR tenacity** to help you achieve **YOUR** greatest dreams.

We invite you to our websites (see below) to subscribe to **Power Choices©** and we hope that you choose to discover how choosing more **tenacity** can change **YOUR** life.

A Classic!
The Road to Successful Living
by
Dr. Louis Binstock



"The history of the world is full of men who rose to leadership, by sheer force of self-confidence, bravery and tenacity."
Mahatma Gandhi

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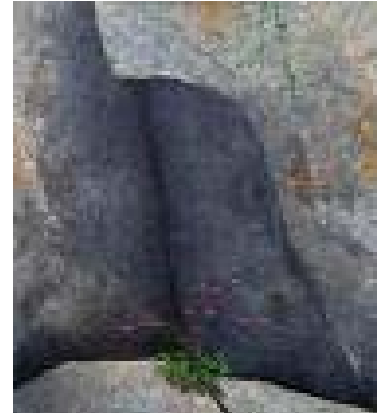
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**"Patience and tenacity of purpose
are worth more than twice their
weight of cleverness."**

Thomas Henry Huxley

The Power of Tenacity

Laura Novakowski



Tenacity – persistent, dogged determination!

Consider the conditions for a seed to grow. The optimal conditions are fertile soil, plenty of water and sunshine, the right temperature and protection from the forces of nature. Now consider what it takes for a seed to land on a pile of rocks, be forced to struggle for natural resources, survive exposure and threatening climate. Despite all the adversity a little flower **grew and bloomed!** Now I would call that tenacity!

How often to we are put into situation, by choice, not by chance and we fail to grow and flourish? We pick a personal or professional situation because the conditions look perfect for love, money, status, fulfillment and then conditions change. The environment starts to lose some of its nutrients – not enough time, personal agendas, lack of interest, communication break-down and this is just a short list. We have to struggle to survive, forget being **tenacious** and flourishing.

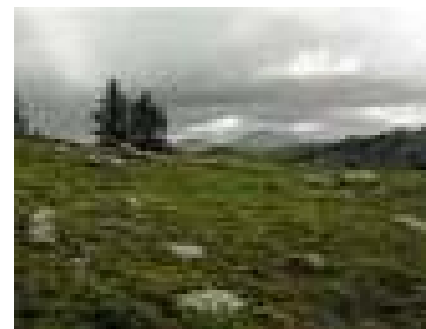
Do you often wish that life could be perfect, there were always sunshine and rainbows, everyone was in agreement with us and paid us what we were worth? Well, I for one certainly hope that wish is never granted. What makes human potential grow and thrive? **Adversity and challenges!** To quote Everett Dirkeson, "*There is no force so powerful as an idea whose time has come.*" The idea to overcome personal additions, take companies and communities to another level, to help and serve humanity – these are powerful ideas and lofty dreams!

Do you want to have momentum in your life? Believe that the choices that you have made in career, relationships and life have been for the most part good ones, but there has to more than that. Get your mind, your heart and your soul around making the best of all the conditions that you are exposed to and be determined to overcome what is standing your way and get to work.

Over the years, I have heard countless stories of people that have hung in there regardless of **their** obstacles and blossomed into great success. We know of Beethoven composing some of his greatest work after becoming deaf or Matisse painting while nearly blind and bedridden. But what about the people you encounter every day (it's probably even you). Think of Liz Murray, she went from "Homeless to Harvard." Lance Armstrong overcoming cancer to win the *Tour de France – 7 Times!* I'm sure if you tried hard and were **tenacious** you could come up with many, many examples of when others and you have overcome what at times seems to insurmountable odds. Use those examples to motivate you.

There is no denying there is great beauty when we see a field of flowers that bloomed in perfect conditions, but to stand **alone** amidst the rocks – now that's "The Power of Tenacity!"

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The Secret to Tenacity: The Power of 10

Leanne Hoagland-Smith, M.S.

"You need the **tenacity** to stick to it when things get tough. And have faith that you can do it."

Chuck Norris

Many times in our search to understand critical concepts for personal and organizational success we seek outside resources and fail to look from within. **Tenacity** is a great example, because within the word **tenacity** is the number "ten" – 10.

If **tenacity** is the ability to "stick to it" as Chuck Norris states, then the real question is how many times will you stick to it? Is a couple of times good enough? Possibly, by having a minimum benchmark to keep you going forward, to keep you persevering during difficult times, might just be the solution that you need.

Remember, the old adage "Count to 10" before losing your temper or saying something that you might regret. Using this paradigm will help to strengthen your own **tenacity** to overcome those existing barriers that may be preventing you from achieving success.

For example, in business everyone must call potential clients or prospects. After a couple of tries, leaving voice mails or messages with the gatekeeper and with no return phone calls, do you give up? What would happen if you made a conscious decision to call this person at least 10 times?

Another way business owners get business is by speaking at local events from chambers of commerce to civic organizations. If one speech fails to deliver any interest, do you give up? Why not make 10 speeches before determining your next course of action?

A third way business owners increase sales is through referrals. If you went to 10 clients or centers of influence and asked for at least one to three referrals, would you probably secure at least one solid referral?

Just image what would happen if you **consistently** applied the **Power of 10** to all of your actions? How much would your business grow if you made 10 more calls each day, meet with 10 more prospects each week or mailed 10 introductory letters each month? Would such tenacity be beneficial for your business as well as for your own self-esteem?

By using the **Power of 10**, you automatically strengthen your own personal resolve or **tenacity** by creating a positive self-fulfilling prophecy where you are in control of your own destiny. Henry Ford once wrote:

"Whether you think that you can, or that you can't, you are usually right."

The choice is yours to be **tenacious** towards success or to be **tenacious** towards failure. And for me both personally and professionally, failure is not an option.

Leanne Hoagland-Smith, M.S.
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***"entia non sunt multiplicanda
praeter necessitatem" (entities
should not be multiplied beyond
necessity)***

-William of Ockham

**Do you think you can, then act as if
you are!**

Stephen Sisselman

The business world can be stressful for company leaders, even for those companies that are leading the pack. The choices made by the select few at the top have a huge impact on the lives of many individuals –employees, family and community members, local and national economics, and the preservation of quality of life that we are all accustomed to.

Each individual in a company plays a vital role in assisting company leadership fulfill their societal role, but what happens when change begins to occur, and business begins to grow or metamorphosis into something new? How can every person achieve success collectively so an organization can make it through?

The answer lies in **tenacity**. Imagery is a useful technique when dealing with **tenacity** - a word that has the power to change the lives of individuals and businesses alike. There is the concept known as *Ockham's razor* which implies that the more simplistic a concept is, the easier, and more direct it is to understand and deal with. In light of this, the image of the children's story "**The Little Engine That Could**" comes to mind. This little blue engine wanted to get over a hill so bad and made it by **tenaciously** using the power of affirmations and saying over and over again. "*I think I can, I think I can.*" **Tenacity** became the driving force for the engine to get up and over the hill.

Metaphorically speaking, in business, a change can become a hill and the company leader a little blue engine. Except this blue engine has cars, yellow (employees), purple (family), orange (community members), green (local and national economics), and a caboose the color of a rainbow (quality of life). Utilizing affirmations can trigger acts of **courage and tenacity** that enhances the ability to pull the whole train over the hill and reach a new destination.

Affirmations are statements of personal support that every person has the opportunity to use when building **tenacity**. These statements are positive in nature and help to reenergize the mind's ability to ward off negative influences. It is the responsibility of blue engine leaders to bring the power of affirmations in order to help move the train of their business. If there is a negative influence on the blue engine leader, it can result in a massive pile-up, resulting in confusion, malfunctioning parts, and even complete destruction of the whole train.

It is true that life and business can bring challenges to those involved but with courage, will, supportive affirmations, clear goals, a map of any metaphorical hills, and a drive to succeed, all challenges can and will be overcome.

Tenacity is not a magic answer that comes out of the leader's fairy god mother's wand. It is a state of mind, a state of being, that has persistence to do whatever it takes to make changes (planned or not) become successes. This can become an obstacle in business as some leaders take a Machiavellian stance and do anything to reach their means even if it requires breaking ethical or legal frameworks. **Successful tenacity** requires more than just the desire to accomplish, it requires the desire to accomplish and thrive within a framework of honesty and integrity.

It is with this in mind that I encourage everyone to get aboard their little blue engine and say "*I think I can, I think I can*" and press on over the hills and to a land full of prosperity. It is also a time for those in the cars of other colors to become aware of the power of that **tenacious** blue engine and work to enhance its journey with respect and pride.

Make everyday a day to remember!
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On a scale of 1 to 10, with 10 being **extraordinary**, score your personal and profession level of **tenacity** :

How does my **tenacity** help me to achieve my life's personal/professional success? ___

How does my **tenacity** help me to achieve my physical health and wellbeing? ___

How does my **tenacity** help me to achieve my mental growth and development? ___

How does my **tenacity** help me to in my relationship with family and friends? ___

How does my **tenacity** help me to in serving my community? ___

How does my **tenacity** help me to achieve my full financial growth potential? ___

How does my **tenacity** help me to achieve my full career, profession or business potential? ___

How does my **tenacity** help me to achieve living my beliefs, ethics and beliefs? ___

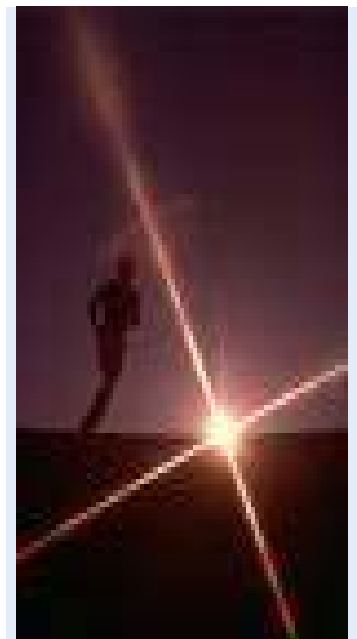
How does my **tenacity** help to influence my ability to change personally/professionally? ___

Evaluating **YOUR tenacity** can help you to stay achieve extraordinary goals and live an amazing life. The next step is to start a **Power Choice©** goal achievement system in an area that will help you to achieve **M.A.G.I.C.A.L.™** goals.

*If **you** want to discover some exciting tools and techniques to help you to expand **YOUR tenacity** and to help you to double your performance potential please call:*

Thomas A. Edison
said
"I have not failed. I've just found 10,000 ways that won't work."

That's tenacity!



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