

Here are some sample pages from the
workbook.

This workbook contains much more
information than is presented here.

1 INTRODUCTION



Every person has inherent **management skills** and **knowledge**. This is seen in our every day lives. You and I resolve life's daily difficulties by following automatic programs in our mind.

Over the course of our lives, we all weather some very difficult situations. In retrospect, these situations often leave us wondering how we managed to survive. Usually, the desire for life and sanity pulls an individual through difficult situations. An **entrepreneur**, however, must strive to go beyond the basic skills so he or she can deal with the additional challenges that inevitably arise in a business setting. Do not feel intimidated by the additional skills we are about to discuss; they are merely small stepping stones to improve, not replace, those skills you already possess.

This is an interactive program that requires participation for success. Please go along with everything that you are asked to do (*nothing will hurt you physically or mentally, I promise!*).

This workbook will lead you through understanding how to deal with situations and how to solve challenges more effectively. Then we look at your personal goals, business goals and the different skills that are needed to create success.

Keep in mind that **these assignments** have been **tried** and **tested** and they will work for you, when you decide to use them.

3 Your Personal Success Story



Life seems too busy for many people. Quite often, people are not happy in their occupations and wish they had more time to spend enjoying life with their children, traveling, or pursuing other interests. It is all the different 'wants' of individual people that make up the different definitions of success. Success is not just about making money, as the popular myth suggests. Success for each person depends on his/her definition of the life he or she desires to live.

Many people do not even know what they want out of life! So they perform the same daily routine they have done in the past, because they already know how. It takes less effort to continue down the same path, than to change.

DEFINITION OF
INSANITY!

DOING THE SAME THING
OVER AND OVER,
*WHILE EXPECTING
A DIFFERENT RESULT*

— Anthony Robbins

People generally take the path of least resistance, but it's generally not the path that gets you where you want to go.

If your life is not exactly the way you want it, then stop and evaluate right now! Is what you are doing daily, taking you where you want to go? If you open your mind to this chapter, you may discover that your daily routine is **not** taking you where you want to go.

5 MANAGEMENT



Management is a skill, like any other, which can be learned and improved on through education and experience. As a manager you must be able to adapt to changes and challenges that affect your business. However, the single most neglected area of management is the relationships a manager creates with the people they deal with.

The challenge for many business people is that a large part of management is intangible. Every person in a management position must have clear goals and have prioritize that will take them to achievement of the goals. However, it is clear that in many situations managers get caught up in the vicious circle of mismanagement. This mismanagement begins when the numbers for the month are not higher than this month last year or a mistake has caused confusion in the office and frustration takes over. A manager that is not focussed on the goals and the prioritize of the business cannot manage people or a business properly.

This management chapter focuses on **Six Management Functions:**

- A. *Skills And Personality*
- B. *Working With People*
- C. *The Management Team*
- D. *Managing Time*
- E. *Negotiating Skills* (for all aspects of your business)
- F. *Projections For The Future*

I. Your Brain - EXERCISE THOSE MUSCLES



Lifelong learning is a necessity in most jobs today. Technology keeps people on their toes. Changes occur these days faster than people could have dreamed it would thirty years ago. You must keep current with the changes in your industry.

Most people understand the importance of the last statement. However, two areas that are even more important to stay on top of, yet they often go by unnoticed, is the need to work your muscles of attitude and communication skills.

Do you know anyone personally or have you ever met anyone that is highly intelligent, (even considered a genius)? They know what needs to be done in most situations but they never seem to do it! Some people seem to have all that is needed to make something happen but they are unable to produce results. Now answer this question: "What is the benefit of knowing it all, if you do not use it?"

Management success, as well as life success, comes down to two key issues:

- 1) **Attitude**
- 2) **Communication**