

# THE EXTRA POINT

BY JERRY ROBERTS



## # 169 The Success Habit You Need to Copy

It's something all of us need to do, but few follow through. I'm Jerry Roberts and today I put in a pitch for the one activity that the vast majority of successful people in history have embraced. That's next, on The Extra Point.

Former president Barack Obama, did this an hour a day while in office. The best investor in history, Warren Buffett, has devoted 80% of his time to it throughout his career.

The world's richest person, Bill Gates, has done it daily for his career, and invests a two-week vacation to this, and nothing but this, every year.

The smartest and busiest people on the planet find a minimum of one hour a day, that's five hours a week, doing it. They don't make any excuses for why they can't. They just do it.

What is it? Reading and learning. No groaning now. Benjamin Franklin said, "An investment in knowledge pays the best interest."

Now let's qualify this. It's not just reading anything, it's intentional learning. You pursue knowledge that will improve you and help you accomplish your goals faster and better.

Mahatma Gandhi said: "Live as if you were to die tomorrow. Learn as if you were to live forever."

The key is to identify knowledge that will grow your value to yourself, and others.

Identify knowledge that will put you at the head of your industry in the next, say, three years. What jobs in my line of work do experts say companies will be begging to fill and paying big bucks for? Know your business and where it's headed.

Learn the "if-then" game. Be able to look your boss in the eye and say, "If I had these skills we could do this" ... "If I earn this certification

at a cost of \$5,000, we could raise our revenue by \$50,000." Converting learning into earning usually gets an employers' attention.

Five hours a week, 260 hours a year. Cut out TV. Cut out Facebook. Cut out happy hour. Use your breaks at work, and maybe half your lunch hour. Trust me, if you want it enough you will find the hour a day.

Maybe you're a great manager but can't read financial statements. Get a mentor and throw 40 hours of intense study at them, and you'll know more than 99% of your peers.

Let's say you're an admin assistant and you'd like to be a human resources specialist. Spend your five hours a week studying employment laws and HR practices. In six months or a year you'll know as much as most people who are already in HR. Then go for it.

Learners will own the future. I saw one author position it this way: "Not learning at least five hours per week is the *smoking* of the 21st century. That's a pretty extreme statement but might turn out to be true. People who refuse to learn will likely find themselves pushed down in organizations — if not out.

Futurist Alvin Toffler said: "The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn." Find those five hours a week and add to your value.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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