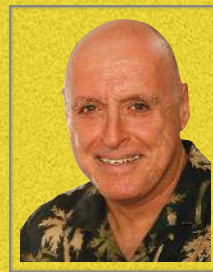


THE EXTRA POINT

BY JERRY ROBERTS



245 Master This Habit for Career Success

There is one habit that is common to nearly every person who is considered to be a high career achiever. If you can master it, then there is no limit to what you can do. I'm Jerry Roberts, I'll reveal what that habit is and how you can harness it to accomplish things that most people only dream about — next, on The Extra Point.

Bill Gates and Warren Buffett have built incredibly profitable organizations and have inspired thousands of people to achieve their goals. Both of these men, in addition to many other highly successful people, share a trait that the majority of folks find difficult to handle. They know what to give up in order to focus on what's more important, and then they follow through and do it.

Let me give you an example. Gates dropped out of Harvard to co-found Microsoft. He liked college but felt his calling was to build software, and he knew he couldn't do both. Obviously, he loves technology, but he refused to let it distract him from building his company. He cut out listening to music and watching TV because those things got in the way of him thinking about his work.

He also stuck to his principles in his parenting. Gates didn't allow his children to have a cell phone until they were 14, where, on average, young people get their first phone at 10.

One of Buffett's famous quotes is, "I can buy anything I want, but I can't buy time." He doesn't waste it on activities that don't lead him in the direction of his goals. Buffet reads 500 pages of books and newspapers a day, and he'll be 89 this year. "I read and think, and make less impulse decisions than most people in business." He's an investor, so the reading improves his investing. He knows what his priorities are and he feeds them.

This is not about wealth. This is about making a decision on a goal, and then following that up with commitment. But it doesn't stop there. Commitment is meaningless unless you add execution, and execution is all about the details. Wrapped up in the details is sacrifice, and this is where the line is drawn between those who ever have a real chance to make their dreams a reality, and those who end up playing the woulda/coulda/shoulda game.

Look, this doesn't mean you can't ever hang out with friends or occasionally blow a whole day on Netflix. The key word there is "occasionally." If those things are blocking your progress, you need to look in the mirror and revisit your decision. If you're spending 20 hours a week on Netflix, you might think of what else you can be doing with that time.

A while back I read an article on this which referred to two friends posting on Facebook. One guy wrote, "Hey, we vegged out all weekend watching (show) and (show) on Netflix. It was cool, what did you do?" The other guy posted back, "I spent Sunday afternoon showing my kid how to throw a curve ball." His boy wanted to learn and it became an easy decision for the man, because in his mind there was nothing more important than making that memory.

Achievement is knowing what you want and just as important, mastering the art of sacrifice in order to chase after it. Do this in business and your personal life, and the sky is truly your limit.

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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