

THE EXTRA POINT

BY JERRY ROBERTS



1326 Can Warren Buffett's Breakfast Routine Help You Succeed?

Imagine you're one of the top five richest people in the world. What would your breakfast be like, would that be determined by anything other than what your taste buds prefer, and would there be a lesson involved? I'm Jerry Roberts, and today we'll look in on a man whose first meal of the day is different than what you might anticipate, as well as why he eats what he does. That's next on The Extra Point.

He's Warren Buffett, he's a legendary investor, worth over \$115 billion, and for many years has had a peculiar breakfast routine.

Not so much for the food he consumes, but more for the reasoning behind it. We'll explore Buffet's plan and how it works.

Each morning, Buffett announces to his wife how much he'll be spending on his breakfast meal that day, always taken at a McDonald's drive-thru on his way to the office.

He has three choices, and his decision is based on how the stock market is doing. If you're not familiar, Buffett's wealth has come from his investments through his company, Berkshire-Hathaway.

In a 2017 documentary, Buffett revealed his breakfast regimen, saying if the market was up the day before, he'll order a bacon, eggs and cheese biscuit, then priced at \$3.17. If the market was flat, he opts for a slight change in that, priced at \$2.95. If stocks were down, he eats two sausage patties, for \$2.61.

Before we go any further, don't go into a McDonald's this morning, looking for the prices I'm referring to. First, these numbers are six years old. Second, well, Guam prices are going to be higher anyway.

This quirky habit may seem trivial for one of the wealthiest people in the world. Yet, it serves an important purpose, focusing Buffett on market results, as well as leading him to take an appropriate action. Let's break it down.

His breakfast choice is a direct reminder of whether the previous day was good or bad for his investments.

The sausage patties prompt him to ask what he can improve, while the bacon, egg, and cheese biscuit has him considering what went right and should be repeated. This breakfast routine demonstrates the power of ritual to drive accountability and action.

Most people would ignore all of this, yet Buffett's morning routine may have made him billions in the stock market. He has trained his mind to generate the proper response to the circumstances he faces daily.

How can we use this? Let's say our personal sales were below expectations yesterday. We could commit to making two additional cold client calls today, or a dozen prospect calls.

If yesterday was a workout day and we missed it, maybe we do 20 pushups and 20 bodyweight squats after waking up, which makes us more determined to exercise today.

Let's be honest, it's so easy to be like the ostrich, sticking our heads in the sand to avoid facing facts. We have a bad day, bad week, even a bad month, and we easily disassociate ourselves from the results. Maybe we'll do better tomorrow, next week, or next month.

In Buffett's world, self-awareness and doing something to correct the situation is called for. I'm sure he chose breakfast to carry out his daily ritual because it's unlikely he'll forget about eating.

He already knows whether the previous day's market was up, down, or flat. Then, he announces the breakfast spend to his wife, and off he goes.

(Con't.)

What indicator could it be for you? What kind of ritual or habit would help you to focus on it? What actions will you take, depending on the results you get? What difference could those actions bring?

I may have mentioned that at our Live2Lead event, we have a sign that greets our guests, which states: "Be intentional. Make today count."

Warren Buffett's breakfast routine is a prime example of that. He's 92 years old, and he performs small rituals that have made him an enormous success. It works for him. Could a habit like this work for you?

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

