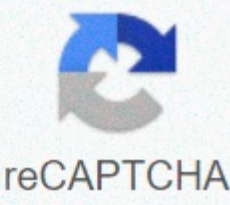




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Think win win 7 habits

I have an advertising agency. It does great work. It's a fun place to work. Growth and revenue and new business wins are absolutely nothing more than a by-product of those two facts. Our approach to new business might seem a little unconventional, but Fast Company asked me to share it anyway. Don't do this for the money.* I don't know of a single creative person I respect who gets out of bed every morning to earn a salary. When things get tough, and that's the standard down in this business, especially at this time, the money isn't going to pull you through. Better to make a reasonable fee work on something you truly have passion for than making gobs on something you wouldn't awe a tear if it fell off the planet. Because if it's the latter, in fact, it will eventually fall off your customer grid. *Note: Good luck with this one if you're part of a holding company. Also, don't do it for the creative occasion. Sounds blasphemous coming from the Creative Director of a creative store, I know. But I was there. The creatives lick their chops thanks to some brand or product or category. Chasing a piece of business simply because it's a creative opportunity is dangerous business. Those magic cited words have a way of making all other diseases invisible. But a sexy product and a with-it brand can't begin to compensate for a passionless, clueless or flat-out lazy marketer. Do it for the people. The brand, category, and product don't matter. The people across the table are doing. We need to feel a customer's passion and energy. We know after they finish the meeting with us, they still have to run through the halls of their headquarters to te break down silos, champion the job and ward off naysayers. We can't succeed without that ingredient. Nor does it hurt to like them as human beings. When you sit in a dark editing bay at three in the morning, it helps to remember you're doing it because you believe in and care about the people you work for. Chemistry meetings cut both ways. Potential customers walking into our offices for chemistry checks think they're doing all the controls. On the other side of the table, we ask ourselves: Do we like these people enough to go into battle with them? Do we think their business model is sustainable? Have they made other changes in the organization necessary for success? Aren't they in denial at all? Do they understand what marketing can and can't do? Is there going to be an important decision maker who isn't present? The result is, well, let's just say we say no thanks an awful lot. Scare them. Be so honest about their business, their thinking, their assumptions that you put them back on their heels. A good customer would appreciate being on a thoughtful, serious be challenged, and you'll get to a better solution faster. A bad one will generator and hold their fingers back in their ears. One last thing. Oh, and then you simply have to have several brilliant strategic insights and a razor-core creative idea that you blow out to exploit every known medium. But that's the easy part. Finding the right people who will understand and appreciate it all is the bitch. Paul Venables is part of the 30 Second MBA faculty, as well as the Founder and Creative Director of a hot independent west coast advertising agency by the name of Venables Bell & Partners. Customers include Audi, HBO, Barclays, Intel, The Coca-Cola Company, ConAgra Foods and ConocoPhillips. Before the opening of VB&P in 2001, Venables was co-creative director, co-partner and heir apparent of Goodbye, Silverstein & Partners. By the end of his six-plus years there, he had walked more than \$400 million in business and had won several and sundry industry awards for customers such as Pacific Bell, Discover Card, Porsche, Bell Helms, Nike, Polaroid, Netflix, HotBot and SBC. Two years ago today my Father died of ALS. I was in the room when he took his last breath. In fact, my head was resting on his chest when it happened. An overwhelming and profound moment I will cherish. My Father's illness touched that every member of my family is an acute way. We knew he was going to die. Dad has been struggling with the disease for years. We were all there with him. Share stories. Crying. Laugh, too. In those last days of his life, the actions of my family taught me how to live a better life. They didn't think obsessively about the grief they felt. The focused on my Father's life. They thought of his comfort. They offered him humor and relief from his discomfort in any way they could. They helped my Mother. They thought of everything other than themselves. They thanked my Dad for mentoring them in business and life. They assured him they would be faithful to fulfill the promise of his expectations. They went shopping, cooked, cleaned and ran. They never complained. They did not seek awards. In his last days, my Father's disease-tossed body failed him. So they took turns massaging his sore limbs. Even the pool of saliva he couldn't swallow on his own. Ugly work they all found so beautiful. Fight each other for the honor of helping my Dad get more comfortable. They sat with him. Steeplete his face. Embrace him. Actively love him. They whispered in his ear and told him what he meant to them. They honored him because he honored them. They dropped everything. Being by his side. Work, families, responsibilities. For weeks. Then his health seemed to stabilize, and they went home. Days later, she took a turn for the worse. Then they immediately returned. They wiped themselves out of their lives to honor his. It took years for the disease to beat him. He never retreated. Pushing, fighting and blunting his way through My Mom was every cruel step by his side. My Father was a warrior. My Mom, an inspiration. They make me want to be better. Each. Single. Day. I really want to win a macbook air because working a fifteen hour day, at one dollar an hour just isn't going to pay for it. (I work at a cub scout day camp, plus half the money goes into savings :p) So what should I do to get/win one? That's the name of my proposal. If I win, I make the laser cutter available for free for all laser cutter members. They'll cut/essent mail they want and pay for shipping both ways. What would your suggestion be? If it was still necessary? I wondered it and often other people asked it, but who would win in a fight? Goku, Naruto, or Batman? Feel free to answer and if you want, ask your own question of who would win. What makes a person successful? What kind of successful habits do they cultivate? Although there are a host of self-help strategies out there, it's one of the most important to set up. Mindset determines your attitude when you step into any situation. Many lucky people just have a positive mindset to lead them. A negative mindset can alternatively cause a myriad of problems for humans. These are 8 successful habits you can use to successfully imagine yourself.1. ConfirmationThink some positive thoughts about yourself. E.g. I'm going to accomplish my goal. I'm a powerful, confident person. The most effective time to do confirmations is first thing in the morning. That way, the benefits continue throughout your day. Need more examples? Here are 100 positive fasteners covering all areas of life.2. Negative visualizationBorn from the ancient Greek philosophy of stoicism, negative visualization involves picturing losing yourself what you have. While it doesn't sound positive, it's a useful exercise. For example, imagine your car disappeared from the driveway and you couldn't replace it. Really imagine how it would affect your life. Next time you jump into your car, you'll be grateful to have it. How is this a successful habit? You'll start treating where you are in life as a gift. Your problems will be of small consequence because you will be so grateful for all the things that are going right.3. Choosing LoveAccording to Harvard researchers, Happiness is love. Full stop. Choosing to have loving relationships in our lives is a big key to success and happiness. When it comes to love, you're much more likely to get after you give. Spend time building loving relationships with friends, family, and even your pets. This habit is about seeing the positive things in life. Being in a constant state of gratitude is what helps people continue even in the most difficult times. Developing this mindset is simple as holding a gratitude journal. Simply write down three positively that you had a part in creating, everyday. Your brain will begin to recognize positive situations unfolding and you can take full advantage of them. Gratitude also isolates you from the negativity in the world. If you just see the bad things in life, it's going to cause you stress.5. Solution-orientedFraming is the concept of seeing things from different perspectives. Most of us get caught up in a problem framework, where we see the problem and don't look for solutions. A successful habit is to shift to using a solution-based perspective. When a problem arises, don't complain, live or try to put blame. Simply start thinking about solutions to the problem and work to get things back on track. Not only will it make you valuable in the eyes of others, it's going to make you feel capable and confident.6. Thinking flexivelyThere is a reason why stubbornness isn't considered a virtue. Infident people do not lead effective lives. The more flexible you are, the more you will succeed. Consider this quote from Thomas Edison: I haven't failed 700 times. I haven't failed once. I managed to prove those 700 ways won't work. When I've eliminated the ways that won't work, I'll find the way that will work. Thomas Edison has a flexible way of thinking about failure. You can use the same concept for any roadblock you might encounter. Are problems insufficient obstacles or simply challenges for you to overcome?7. CuriosityBeing intensely curious is a massive part of success. Look at the most successful people today and this is a common trait you'll find about all of them. Cultivating a curiosity mindset requires you to ask a lot of questions, learn new skills wherever you can, and search for the silver lining in failure. You walk into new challenges, only to see if there is value to extract. You need curiosity to see the opportunities others won't see and ultimately to live a fulfilling life.8. OptimisticWe can't be positive all the time, but taking on an optimistic mindset is still worth it. Life rewards people who delay gratification and grind away at tasks. Without an optimistic mindset, you'll give up early and often. You have to believe that the journey is worth it. It takes more than just thinking positively to adopt an optimistic mindset. This involves avoiding excessive negativity (as can often be found on the evening news) and encircling yourself with other optimists. The reality is we get one shot at life. A great mindset is the essential ingredient of a successful life. These successful habits will teach you to maintain an optimal mindset regardless of the situation inted yourself in.

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