



10+ STANDOUT SUCCESS STRATEGIES

If there ever was a time to DIFFERENTIATE yourself and STANDOUT from the crowd . . . it is now!

To succeed today, you must **OUT-PERFORM** the competition, **OUT-SHINE** past performance, **OUT-THINK** old ideas and **OUT-SMART** anyone who says it can't be done. To do that, you must first answer this question:

"What do you bring to the table that is so essential and VALUABLE that people will CHOOSE to be your customer, employee, colleague, leader, associate, member, or partner?"

If you're looking for some "game changers" that will help you differentiate yourself so you can **DO** more, **ACHIEVE** more and **BE** more than you ever thought possible,

then begin to implement these
STANDOUT SUCCESS STRATEGIES
Today!

Strategy 1: RE*COMMIT To Change

Life as you knew it is transforming before your very eyes. To survive and thrive requires the ability and willingness to adapt to **CHANGE** at the click of a mouse. You can no longer keep doing what you've always done and expect **STANDOUT** results!

The good news? Successfully dealing with change is in your DNA! The bad news? So is the temptation to resist anything that's uncomfortable, stressful or requires extra **WORK**. To go from safe and predictable to amazing and adventurous, you've got to view change as an **Opportunity for Continuous Growth**.

Strategy 2: RE*THINK Your Choices

Life doesn't always happen the way you planned, but in every situation you've got two choices:

- **React And Resist**, and you will feel **POWERLESS . . .** without control or contribution.
- **Initiate And Take Positive Action**, and you will feel **POWERFUL . . .** confident and in charge.

Taking charge of your life means accepting responsibility for your own happiness, being accountable for the consequences of your choices, letting go of what didn't work in the past, and looking for solutions that will work even when times are tough. How you **CHOOSE** to **STANDOUT** will define your future success.

Strategy 3: RE*ASSESS Your Expectations

Expectations: What you think or want to happen.
Reality: What really happens.

Not always a perfect match. Expect too much and you leave yourself open to disappointment. Expect too little and you'll never know what you are truly capable of achieving. How close life comes to meeting **YOUR** expectations and how close **YOU** come to meeting the expectations of others will directly affect your ultimate success. Understand and manage those expectations - and you can **STANDOUT** and set the pace for a better life.

Strategy 4: RE*POSITION Your Strengths

Using your **STRENGTHS** - those things you were **BORN** to do, **LOVE** to do and are **PASSIONATE** about - is the quickest and most fulfilling path to successfully **STANDING OUT** in a crowd. But **STRENGTHS** alone cannot get you through every situation. When you **LEARN** and apply new **SKILLS** that fortify those talents, you've got a winning combination. Add to that the willingness to identify and overcome the limitations that stand in your way and you will be able to turn your "liabilities" into "abilities."

Strategy 5: RE*NEW Your Positive Attitude

Your **ATTITUDES** reflect how you feel about yourself, your relationships, your job and the people and events in your life. While you can be taught many things, no one else can **MOTIVATE, COACH** or **TRAIN** you to have an attitude that will have a positive impact on yourself and others.

You always have a choice to be **POSITIVE, NEGATIVE** or **INDIFFERENT** towards a person or situation. Since your attitudes are a reflection of who you are and how you will ultimately perform, they should mirror the very **BEST** of your strengths, personality, values and abilities so you can **STANDOUT** in a positive way.

Strategy 6: RE*ASSERT Your Value

Bringing value means you are a **necessary** and **vital** part of the overall growth and success of an organization, team or relationship. **EXCEEDING EXPECTATIONS** is a surefire way to **STANDOUT** and be recognized as a valuable and essential part of the team. "Meeting standards" won't be enough if you want to achieve outstanding, long-lasting results. Always remember that regardless of your specific job or title, **YOU** are in the "customer service" business. Whether internal or external, your customers (*and colleagues*) need and deserve the best of your time, talent, energy and positive spirit.

Strategy 7: RE*THINK

Your Relationships

Often my clients tell me, “Life would be easy if it weren’t for other people”™. However, you play a significant role in each of your relationships, even the ones that drive you crazy! Just imagine how much easier life would be if you understood why people do what they do and say what they say. Understanding the psychology of human behavior allows you to **CHOOSE** respectful and supportive relationships that are essential to your professional and personal well-being. Healthy relationships play a huge part in helping you **STANDOUT** and achieve the results you want and deserve.

Strategy 8: RE*BALANCE

Your Life

Contrary to popular belief, balance is **NOT** about making everything equal in terms of time. Rather, it’s an overall feeling of well-being based on worthwhile accomplishments, good decisions, healthy relationships, and a sense of security, respect and gratitude in every area of life. Achieving balance begins with your determination to discover ways to have more good days than bad, more excitement than boredom, more solutions than complaints, more happiness than sadness, and more energy than complacency. Finding balance is about making good choices and focusing on what’s really important in your life so you can **STANDOUT** in a positive way.

Strategy 9: RE*EXAMINE

Your Leadership Opportunities

No matter what your title, you are a leader. At every given moment, **YOU** have the **POWER** to influence the thoughts, behaviors, ideas and attitudes of the people around you in either a positive or negative way. How you ultimately wield that power will determine whether you **STANDOUT** and model the kind of life others would **CHOOSE** to imitate, follow and respect, personally and professionally. Good leaders are good role models who align their actions with their values.

Strategy 10: RE*EVALUATE

Your Performance

Words are just words. What counts are the **CHOICES** you make and the **ACTION** you take as a result of those choices. In order to succeed, you must add value, exceed expectations, utilize strengths, maintain healthy relationships, achieve balance, and lead and influence others in a positive way. Today, everyone wants more, demands more and expects more than ever before. Combine your **STRENGTHS** with your **SKILLS** so you can deliver outstanding results to the people who depend on you to **STANDOUT** and make a valuable contribution.

BONUS

Strategy: RE*DISCOVER

Your Inner Salesperson

No matter what your title, job description or position, let there be no doubt that **YOU** are in **SALES**. Sales isn’t just about selling a service or a product - it is the art of persuading others that what you are offering to provide or contribute is worth their time, reputation, money and **TRUST**. To be successful in any job, you must be able to convince others that you **STANDOUT** as a credible, honest, productive and valuable asset to any relationship, team, or organization.

When you consistently make good choices, take risks, exhibit good leadership skills, have a positive attitude and adapt successfully to challenging people and situations, you will definitely **STANDOUT FROM THE CROWD** and “sell” yourself in a positive way.

If you truly want to take your life and career to a whole new level of success, then take the option of “doing the same old thing, the same old way” off the table and replace it with a firm commitment to differentiate yourself and

STANDOUT FROM THE CROWD.

How will you know you are on the right path to achieving the success you want and deserve? When you can answer “yes” to **BOTH** of these two questions:

1. *Are you proud of the professional choices you are making in your life right now?*
2. *Are you proud of the personal choices you are making in your life right now?*

Best STANDOUT Tip:

Find out whether you **STANDOUT** in a way that will guarantee that you are on the right path to **SUCCESS**. Go to:

www.conniepodesta.com

for a **FREE STANDOUT** assessment that will evaluate how you rank among other top professionals today.



EVERY choice you make changes the direction of your future.
CHOOSE WISELY.