**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**.

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**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.

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**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.

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**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.”

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**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.

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**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 STAND OUT 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 STAND OUT 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 STAND OUT 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 STAND OUT 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 STAND OUT 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 STAND OUT FROM THE CROWD and “sell” yourself in a positive way.