

The Formula for Success

The Formula for SUCCESS – developing Leadership as a Way of Life does not happen by accident. Our formula for achieving sustained leadership performance and improved results has multiple variables.

$$A (S \& K) + \text{Goals} = \text{PBC} \implies IR^o_p \quad * \text{where } A=(v+b) \text{ and } 88\%(f)c$$



Our **Attitudes** are Habits of Thought and are a function of our **Values (v)** and our **Beliefs (b)**. Nearly 95% of our Attitudes were developed by the time we were 5 years old and are predominantly negative in nature. Attitudes reflect our Want to Improve Results and, combined with Skills, Knowledge and Goals, enable us to drive Positive Behavior Change.

We all need **Skills and Knowledge** in both our professional and personal lives. They address the How (Skills) and Where and When (Knowledge). Even combined with Goals we are still not where we need to be to drive Positive Behavior Change.

Goals are crucial to successfully achieving improved results. Because Goals only address the What and Why, by themselves they will not get us there.

Positive Behavior Change drives Improved Results. It is important to focus on the positive aspect of behavior change since over 75% of our Attitudes are based on negative influences in our lives.

Improved Results, either Organizational and/or Personal is our ultimate outcome.

*As much as **88%** of our decisions are made below the conscious level – a function (f) of prior conditioning (c). We don't even think about how we do most things like tying our shoes, etc., including those that hinder us from achieving our goals.