

## SELLING POINTS

Increasing your achievement drive doesn't happen by accident. It takes introspection, dedication and consistency. It also takes a plan. Here are 4 quick steps to get you started on the path to greater personal and professional achievement. (*Hint: For the best results, write down your answers!*)

1. Identify 3 experiences that have influenced your present level of achievement drive the most.
2. List 3 people who are currently performing on a level you want to reach. What common traits or habits do they share?
3. Create a description of the kind of success you want to achieve.
4. Determine 3 specific actions you can take to increase your personal achievement drive in 2005.

## College bowl games offer visions of achievement, lessons for success

by **Connie Brubaker**

With college football's bowl games just around the corner, it's a terrific time to talk about achieving one set of goals — and setting another. Even as teams and fans celebrate their selection to post-season games, coaches are busy preparing their players to take the next step.



### Connie's Comments

As a University of Texas fan, I was thrilled to see the Longhorns receive an invitation to the Rose Bowl. Getting a BCS bowl berth is a real accomplishment for any team, and one of the standards by which football programs are measured each year. Playing in the "granddaddy" of the bowls is particularly sweet.

Just like companies, college football teams don't achieve success by accident, or without setbacks. It takes desire, dedication and determination. Without that achievement drive, teams don't win (whatever their talent level), companies don't grow and people don't succeed.

Too often we credit success to natural talent or good old-fashioned luck. And sure, that helps — but it's not the whole story. Winston Churchill, one of the 20<sup>th</sup> century's greatest orators, stuttered and lisped as a child. But he worked tirelessly to overcome those limitations and transform himself into a powerful speaker.

Longhorns QB Vince Young is someone else I believe has a tremendous achievement drive. Although he's blessed with ter-

rific natural athleticism, he's still had his ups and downs. But after every errant pass or fumbled ball, I see in his eyes a burning desire to try again. He's determined to be a successful quarterback, and refuses to be deterred from his goal.



I credit Coach Mack Brown and his staff with really fanning the flames of Vince's own desire. Following some shaky performances earlier this season, they showed him a highlight reel of all the game-breaking, breath-taking plays he's made during his career. They reassured him that he was indeed a champion-caliber player and a team leader — and both Vince and the Longhorns responded with clutch wins.

People with powerful achievement drives believe they can succeed. The Longhorns proved that against Oklahoma State this season. Losing 35-14 at halftime, the team never lost faith in itself. They took a deep collective breath, focused on correcting mistakes and played every snap with intensity. As a result, they shut down OSU in the second half and scored 42 unanswered points to win 56-35.

So how do we apply those same principles  
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## In this issue of SOLUTIONS:

- College football's lessons for success
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- Happy holidays!



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Connie Brubaker is a certified Integrity Systems® business consultant and professional speaker who focuses on sales, customer service and leadership.

## QUOTE OF THE MONTH

*"A man, as a rule, owes little to what he is born with — a man is what he makes of himself."*

— Alexander Graham Bell

## Lessons to learn this college bowl season

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principles in our lives to achieve the personal and professional success we desire? Just like college football, we start with the end in mind — but still take it a play at a time.

- **Put your goals in writing.** I recommend using index cards you can keep close at hand in your desk or organizer. Be specific. Don't just write, "I want to lose weight." "I want to be a size 10" or "I want to weigh 140 pounds" allows you to better monitor your progress — and keeps you accountable. Be sure to include a start and end date for your goals.

- **Break your goals into smaller tasks.** For weight loss, you might include eating more grilled foods, cutting out sweets and walking 30 minutes a day.

- **Look at your goal cards daily.** Visualizing how you'll feel when you achieve your goal helps break harmful habits and

form new positive ones. One group of businesswomen I lead actually cut out magazine photos that represent their image of success. Having something tangible to look at is a great motivator.

- **Surround yourself with successful people.** Success breeds success. At a recent party I had the chance to chat with former Dell CFO Tom Meredith. We talked about the need to be passionate about your work, and I left feeling energized and motivated.

- **Reward your successes.** When you hit your goal, reward yourself with something fun — a trip, a nice dinner, a day at the spa. It's extra motivation for tackling the next goal.

This holiday season, I encourage you to take the time to develop your own game plan for success. What do *you* want to achieve in 2005? Odds are that it's in your reach!