

There is a lot to contemplate here!

Attitude is From Within!

Why do we often think we have it worse than the next person? Why is it so easy to get discouraged when markets change and actions that were working for us suddenly become ineffective? Most people tend to always look for the worst in every situation and instead of adapting; they wait for things to go back to the way they were before the changes. The reality of life, economic cycles, and change in general is this: those who wait are left behind and those who adapt are ready to take advantage of the moment and the future.

The history of the world is the story of men and women who took adversity and created success. The worst diseases were cured at the height of epidemics, and the greatest advancements in technology were made during wars. What makes some people victorious during times of adversity and others hopeless? In a single word: "attitude." Attitude is a confusing word to many people. It is often viewed as something that comes from the outside created by positive situations, good fortune, or even luck! Nothing could be further from the truth.

Attitude comes from within and it is created from the fierce determination not to be defeated. People often say that attitude is a choice, but it is more than that. Attitude is a conviction. It works independently of most choices and comes from a far deeper place- a place that says to us, "I will not be defeated, I will not give up, and I will not fail!" The results of the "right attitude" are an unrelenting focus that seldom varies from day-to-day. It is so deeply ingrained that nothing will stop it and nothing will change it. It is this "right attitude" that will carry you through your darkest hours.

Attitude is not deterred by sadness, tragedy, depression, anger, or obstacles. In fact, there are only two things that can defeat the "right attitude:" lack of consistent action and loss of hope. In fact, failing to take unrelenting action will eventually lead to a loss of hope. My definition of hope is the belief in what has not happened and has not been seen. It can be mystical or logical but what is hoped for exists beyond the present and current conditions. America's renowned psychologist William James said, "The greatest revolution of our generation is the discovery that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives."

Is there a formula for the "attitude shift" necessary to change our lives? There is and it is this:

- 1. Whatever it is you want, you must want it with intensity and passion.**
- 2. Once you know what you want, focus on it with positive thoughts and affirmations. Negative thinking will produce failure.**
- 3. Determine the daily actions that must be taken, break them into small actions, and simply do them!**
- 4. When you are faced with obstacles and failure, take more action and remain focused and hopeful of your success.**
- 5. Never quit and never surrender. Nothing that can defeat persistence!**

Helen Keller overcame more obstacles than any of us can even imagine. Blind and deaf since early childhood, she achieved worldwide admiration and unimagined success. She once said, "Science may have found a cure for most evils: but it has found no remedy for the worst of them all-the apathy of human beings." Helen Keller was right. Science cannot cure a poor attitude. It is up to you! Live to laugh, live to learn, but most of all, live to win!

The above article was written by Ken Taylor. Ken is President of Kent Taylor & Associates, Inc