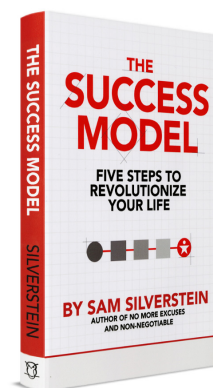


The Success Model

Five Steps to Revolutionize Your Life

by **Sam Silverstein**



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The Summary In Brief

Everyone seeks success—in family, in work, even in recreation and play. The major objective of *The Success Model* is to teach the techniques and thought processes and help you apply the proven methodology necessary to be successful in all the endeavors of your life.

The Success Model will enable you to determine exactly what it is you want in life and help you achieve it. Since you cannot hit a target you don't know is there, it is important to know what it is that you are aiming for. Once you know what it is you really want, you can then apply the Success Model to achieve your success.

Author Sam Silverstein believes that there are a few key words that, when correctly understood and properly applied, will lead you to ultimate success. Words are extremely powerful. They can create. They can destroy. Understanding the key words to success is critical. It's not just what you know; it's how you use what you know that determines your ultimate outcome. The level of passion applied to each segment determines the effectiveness of your results and the amplitude of your success.

In This Summary, You Will Learn:

- To identify the desires that will lead to success.
- How creativity, listening, and focus can yield change.
- That expectations, goals, and even crises can bring success.
- To use enthusiasm, service, and even failure for successful outcomes.

Many people go through life only dreaming of things they would like to achieve. The most successful people are those who work to minimize the difference between their dreams and reality. The Success Model can help you shrink that gap to realize your dreams.

Desire Is The Beginning of Success

Desire is the first step of The Success Model. The “success energy” necessary to accomplish in life what you want to accomplish comes from your primary desires. This energy translates into the commitment and enthusiasm needed to follow through on your plans.

Desire is the beginning of all greatness. Lee Iacocca was fired by the Ford company, but his desire brought him back and he saved the Chrysler Corporation. Abraham Lincoln lost six elections and political nominations before becoming the President. The goal you desire must be so important that you will use all your skills and develop new ones to achieve success. Figure out what you most deeply want. Your primary desires will force you to knock so hard you will knock the door down. You will pick the lock if that is what it takes!

Attitude

Negative attitudes can derail the power generated by primary desires. Focus on the target, not on the obstacle. Often, a golfer will be so concerned with a sand trap that his shot will go directly into the trap, as if he had aimed for it. He should have been concentrating on the green, his ultimate goal. Through what type of lens do you look at your surroundings? Does your lens, your attitude, brighten or darken your environment? A positive attitude will enable you to overcome challenges.

Fear

Your brain can only process one thought at a time. If it is busy worrying, it can't be generating creative solutions. Free your mind to do the most productive things possible. Consciously or unconsciously, you will get and become what you think about. Those desires you are willing to “walk through fire for,” will give you the courage to overcome your fears. Let the power of your desires fill your mind to address those fears.

Motivation and Momentum

Internalizing motivation makes you the driving force in your life, putting you in position to maintain the energy necessary to meet your desires. To illustrate, wood has been replaced in some construction by PVC pipe. When wood is

ignited, it will burn until there is nothing left. If a burning match is held next to the PVC, the pipe will burn, but when the match is removed, the flame on the PVC will go out. Wood will continue to burn after the match is removed. How deep is your motivation? Intrinsic motivation will provide the strongest push toward your primary desires. Be like wood. Sustain your own fire in order to always maintain forward momentum.

Change Is Required

Change, the second step in The Success Model, can only be initiated as the result of a primary desire. The space inside your comfort zone is finite. The area outside the comfort zone is where change can happen. It has no limits. If a runner can run a mile in seven minutes and always trains in his comfort zone, he will always run a seven-minute mile. A commitment to change means opening your mind, realizing the need to make improvements in your thinking, habits, and behaviors to achieve your desires.

Focus

Thomas Edison had 1,093 inventions patented. When asked about his unusually high productivity, he said that he worked on only one project at a time. He didn't move from project to project. He stayed focused. To stay focused, you must concentrate on the task at hand. Think about work when you are working, about play when you are playing, and about your family when you are with your family.

Listen

Most people feel that as long as they are speaking they are in control. Actually, the opposite may be true. Only through listening can we learn. Listen not only to what people say but to what they mean. Listen not only to the words but also to how they are delivered. Pay attention to changes in pace. Listen for voice inflections.

It has been said that information is power. As your listening skills improve, you will get more out of each conversation, while at the same time, earning the respect of the person speaking to you. A positive relationship is based on effective, two-way communication. Success is built on positive relationships.

Creativity

Creativity is the ability to generate solutions to problems, that when implemented, will move you closer to achieving success. The average four-year-old asks 437 questions a day!

This questioning leads to their creativity and gives them the ability to come up with solutions that, sometimes, adults can't see. Encourage your creativity. Ask questions. Acquire information for new ideas.

Paradigm

In 1952, The Lipton Tea Company invented the rectangular-shaped, flo-thru tea bag. Forty years later Tetley Tea made a paradigm shift. They decided, "Tea cups are round. Why not have round tea bags?" After introducing the new product, Tetley's sales increased over 40 percent, becoming number one in the market!

Your paradigms dictate the way you see the world around you. You can have major improvements in your life by shifting your reference points. Evaluate your paradigms to open up new areas of potential growth. Don't say, "That's impossible." Say, "How can I make that possible?"

Each time you emerge from a crisis you are better equipped to succeed than you were before.

Plan for Success

The third step in The Success Model is the plan, a step-by-step program for reaching your goals. Some people like to "wing it," thinking that challenges will take care of themselves. However, the quality of your plan directly relates to your level of success.

If you live in New York and decide to go to Miami for a vacation, would you load up the car and drive off? How about a map? Which roads will get you to Miami? If you just start driving, you could end up in Chicago. However, if you have a smart phone and follow a predetermined route, drive at a steady speed, take planned breaks, and spend the night at pre-decided motels, the chances that you will arrive at the projected time and destination are pretty good. If you prepare for your vacation, why not plan for the primary desires in your life?!

Expectations

If you place \$40,000 expectations upon yourself, you will seek \$40,000 results. If you have \$100,000 expectations, you will work toward \$100,000 results. How can you raise your level of expectations in the basic areas of your life—financial/career, health, education, family, social, recreation, and spiritual? What would your life be like if you were able to increase your performance just ten percent in each of these areas? Apply the success model to your new expectations.

Crisis

Each time you emerge from a crisis you are better equipped to succeed than you were before. For example, to harden steel it is heated to temperatures as high as 1700 degrees Fahrenheit. Then it is placed in a cold bath. This tempering process hardens the steel and makes it twice as strong. When you face a crisis, it's as if you are being tempered. The proactive approach to crisis means anticipating the problems you may encounter during the execution of your plan.

Fundamentals and Goals

Successful people have a knack for understanding and mastering the fundamentals in a given situation. They know that the little things are often the big things in any endeavor. People who take the time to learn the fundamentals will outperform those who underestimate their significance. Separate yourself from the crowd. Make sure you are a master of the fundamentals.

Implementation Is the True Test

Implementation is the fourth step in The Success Model. When a captain gets ready to leave port, he picks his destination. Then, he maps out a course. As he sails along, he knows that the tides and winds may move him off course. He uses satellites for position readings to determine exactly where he is. If he is off course, he adjusts. Over the journey he may make several such adjustments before reaching his destination. This process is the same in your life. Your desire must push you to write out your goal and proceed on your journey. Once the methodology of success is learned, internalized, and implemented, you will be able to move through life achieving one goal after another.

Enthusiasm and Passion

Notice that the only difference between the word "feast" and the word "fast" is the letter "e." Let's say the "e" stands for enthusiasm. "Enthusiasm" comes from the Greek word

enthusiasmos, which means “breath of life.” When you breathe life into a task, you are going to enjoy doing it because you know it will help you achieve a primary desire. Your enthusiasm will become contagious to those around you. Your results will be greater than anticipated.

Herb Kelleher, founder of Southwest Airlines, has been known for passion. He has dressed as Elvis and sung to his staff. He once settled a legal dispute by arm wrestling. For Halloween, he turned the home office into a giant haunted house. Kelleher’s passion for his people and company are what has made Southwest the model airline in their industry. Passion is contagious.

Failure

Jane wanted to be in business for herself. She saved money, took out a small business loan, and purchased equipment to open a small print shop. After one year, sales were not what Jane had projected, and her funds were running out. Jane’s daughter asked Jane to print flyers for homecoming. Instead of flyers, Jane printed 250 promotional T-shirts. The shirts were a huge success. With the proceeds from those shirts, she bought more shirts. Shirt sales were so brisk that Jane sold her traditional presses and bought silk-screening equipment. Her business grew to be one of the largest sports specialty stores in the state! Instead of quitting, Jane modified her plans and pushed forward, meeting her primary desire of owning her business.

Little

A local car dealer has found that it’s the little things that make his service first-class. When a customer drops a car off, the service representative offers to drive the customer to work or to pay for a taxi. They call when the job is

done or provide a free loaner car if they take longer than estimated. Finally, they call a few days after the service to check on the job. By doing the little things well, they are able to do a superior job and insure that they have satisfied customers. Sometimes, people look for shortcuts in life, which usually means they end up with average results. Little things can yield big results.

Success Is the Reward

Success, the fifth step in The Success Model, is the positive results received from your daily achievements in pursuit of your primary desires. Results are the natural conclusion of the first four steps in The Success Model. What this means is that you only have to concentrate on 80 percent of The Success Model. If you properly apply the first four steps in your life, the last step, success, will take care of itself. We must increase our capabilities and always continue to grow. If we reach one goal and don’t set a new goal, we will become complacent. Continued growth is necessary to maintain a feeling of self-satisfaction.

The promise of the future is a tremendous power that drives people to set goals and achieve great things. If you vividly paint the promise of the future, you can borrow the impact of that promise to affect your actions today. Use this promise, and what it holds for you and those you love, to drive you to dedicate yourself to success. If the promise of the future is great enough, then you will be willing to pay the price to achieve success.



Sam Silverstein is founder and CEO of Sam Silverstein Enterprises, Inc., a think tank dedicated to helping companies create an organizational culture that prioritizes and inspires accountability. He is both a sought-after speaker and the author of several books including *Non-Negotiable and Making Accountable Choices*. He is an internationally recognized consultant, coach, and business advisor. A past president of The National Speakers Association, his client list includes such organizations as AFLAC, Lucent Technologies, the National Association of Home Builders, Prudential Insurance Company, and the United States Postal Service.

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