

FOCUS **On Your** **SUCCESS**

**24 Simple Insights
To Drive Daily
Achievement**

PHILIP ESPINOSA

Focus On Your Success

24 Simple Insights To Drive Daily Achievement

Philip Espinosa

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Dedication

To the customers we serve.

Benefits

Are you interested in:

- Improving your relationships with others?
- Being more productive day to day?
- Connecting with customers?
- Engaging your team?
- Delivering results?

If so, then Focus On Your Success with 24 Simple Insights To Drive Daily Achievement.

This book is a collection of simple and concise thoughts that busy business professionals can use as guides in their everyday professional life.

You will notice as you focus on your success there are things you can do for yourself, and, perhaps more importantly, things you can do to help others.

There are, on average, 20 workdays in a month and four weekends. Read and reflect on one of these concepts at the start of each workday, and one each weekend.

The challenge for us as professionals is to embrace these concepts with our intellect and to incorporate them into our actions – those things we actually do.

Introduction

This book is short so I will keep this introduction short.

This book is a collection of simple and concise thoughts that busy business professionals can use as guides in their everyday professional life.

You will notice as you focus on your success there are things you can do for yourself, and, perhaps more importantly, things you can do to help others.

These concepts emerged from the various teams I have worked with over the past two decades, and formed the foundation for professional growth, team cohesion, and service to the customer.

A simple observation of mine is that those teams which embraced these concepts experienced tremendous success. Those teams that resisted these and other similar concepts were short lived and disbanded.

However, while this book is not specifically about team dynamics or leading teams, it is about the choices each of us makes on a daily basis. These choices affect us individually and in turn affect our teams and our customers.

The recipe is simple:

- Intentional focus leads to awareness.
- Awareness leads to opportunity.
- Opportunity leads to action.
- Action converts to success.

When intentionally embraced, the concepts presented here will allow you to focus on your success.

Harness The Power of C

This short book might have been titled The Power of C, for each idea contained here begins with the letter C.

Much like vitamin C a daily dose is strongly recommended. According to medical experts, vitamin C is one of the safest and most effective nutrients we can take. Some of the benefits of vitamin C include protection against immune system deficiencies, cardiovascular disease, prenatal health problems, eye disease, and perhaps prevention of the common cold.

However, in order to gain any real benefit from vitamin C you must take it daily. A one-time dose provides little benefit or remedy.

This book is much like vitamin C where a one time dose is possible, but not thoroughly effective. A one time, quick read is possible. You can read this book in five minutes. However, the real benefit is in adding this book to your daily routine.

There are 24 concepts shared here. (The three parts of Commitment are counted as one concept.) There are, on average, 20 workdays in a month and four weekends. Read and reflect on one of these concepts at the start of each workday, and one each weekend.

The effectiveness of this approach is based on a combination of intentional focus and repetition. The concepts presented are timeless, cut across market segments and roles, whether you are a leader or an individual contributor.

By choosing intentional focus you are investing energy to make a positive change and the focus allows you to more actively see opportunities for that change. Several years ago I was considering a new car purchase. I wanted to buy a Jeep, two door, hard top. As soon as I went to a couple of dealerships I started seeing Jeeps all over the place. It seemed that Jeeps were popular. Of course,

there weren't suddenly more Jeeps on the street because I went to a dealership to look at making a Jeep purchase. My intentional focus shifted to include an awareness of Jeeps, and the and from day to day a halo affect lingered, with Jeeps remaining at the fore front of my consciousness for days.

The intentional focus you apply to each daily Concept functions much the same way. By choosing to focus on a particular Concept, you intentionally make yourself actively aware of not only that concept but opportunities for follow up intentional action. Awareness of opportunities is critical for action.

Repetition is a key ingredient in habit forming. One habit to form is that of daily intentional focus. Making a daily choice to focus your awareness on a Concept that helps you find opportunities for positive action. When you begin this daily process it may feel awkward, however, after a short time, it will be natural. Soon thereafter it will become a habit.

Repetition is also a key ingredient in learning. Through intentional repetition we generate awareness, then familiarity with new ideas or facts. Repeating these new ideas or facts then become part of our body of knowledge. Continued repetition will then serve to remind us of what we know, and to bring known knowledge to the forefront.

Jeeps are not normally at the forefront of my awareness any more than another model or make of vehicle. However, by writing about that experience with Jeeps, I found that I noticed a lot of Jeeps in the days after writing this.

The process is simple to implement. Use intentional focus to generate awareness. Use awareness to find opportunities. Leverage opportunities for action. Convert action into success.

Use these techniques to gain the benefits of focusing on your success.

The challenge for us as professionals is to embrace these concepts

with our intellect and to incorporate them into our actions – make the choice to engage in intentional awareness and intentional action.

Focus on your success by harnessing the power of C.

Customer

We do what we do because of the customer.

The customer is the life-blood of our business.

Everything we do must bring value to our customers.

Pays attention to and listens to the customer.

Commitment (to self)

Makes a personal commitment to delivering dramatic results.

Is honest with self in terms of actually meeting and keeping accepted and imposed commitments.

Engages in planning in order to meet commitments.

Uses education to keep current with changes in the business landscape.

Makes a point of being prepared to understand how to deliver results.

Delivers results.

Commitment (to team)

Makes a personal commitment to support, coordinate and honor own place within the team or organization.

Makes a personal commitment to the team's mission.

Share's knowledge with and supports other members of the team.

Demonstrates appropriate actions.

Models observable behaviors.

Delivers tangible results.

Commitment (to customer)

Recognizes that the customer is always right and is committed to meeting the customer's needs in any way possible.

At all times, exercises thought, discretion, purpose, intent and creative flexibility to meet and exceed all customer expectations.

Absolutely committed to the removal of barriers and obstacles and in turn is not a barrier or obstacle.

Cares

Cares about outcomes that are important to the customer.

Cares about members of the team.

Cares about improving self in order to help others.

Models caring for others by listening.

Seeks opportunities each day to demonstrate caring and concern for others.

Control

Uses appropriate and active control through planning and disciplined practices to ensure results are achieved.

Is proactive in planning, setting, reviewing and establishing goals and objectives.

Executes necessary actions in order to deliver timely outcomes and results.

Communicates and reports to keep key stakeholders informed.

Understands that success does not occur by accident.

Sample

This short section is just a sample of the book. It is provided to give you an idea of the rest of the book.

If you are interested in [purchasing the full book, click here](https://leanpub.com/focusonyoursuccess/packages/book/purchases/new)¹.

¹<https://leanpub.com/focusonyoursuccess/packages/book/purchases/new>

About The Author

Philip Espinosa is an experienced executive with a track record of success in improving service levels, reducing operational overhead, cost savings and spearheading large-scale projects and programs. He has a special interest in helping teams achieve success. Key roles serving in the military, the public sector and in healthcare formed his approach to service and efficiency.

He believes that excellent service starts with delivering outcomes the customer values and that intentional focus is the cornerstone of effectiveness.

And, that professional competencies when used with purpose and intent, drive successful outcomes.

You can find his books on Amazon and on Leanpub. You can find his human resource blogging at [HRCSuite²](http://www.hrcsuite.com/author/philip-espinosa). You can visit his [professional web site³](http://philipespinosa.com) here.

Philip's work is focused on delivering service to his customers. With a bachelor's degree in journalism and a master's degree in business, he has focused on connecting with customers in order to deliver value. He describes value as a result of partnering with people: People | Partnerships | Value.

Over the course of a 25 year career, he has worked for The Library of Congress; with an agency providing communications support to the White House; and, with healthcare systems in Michigan, Pennsylvania and New Mexico. He is currently with a university in Michigan.

In all roles, focusing on success has been a key driver to delivering outcomes valued by his customers.

²<http://www.hrcsuite.com/author/philip-espinosa>

³<http://philipespinosa.com>

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However... (see section titled [However](#) that follows)

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Again, thank you.

You can contact the author, Philip Espinosa through this web site philipespinosa.com⁶.

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