

# **THE PERSONAL SUCCESS POCKETBOOK**

By Paul Hayden

*Drawings by Phil Hailstone*

“Paul has succeeded in creating an overview of all of the significant aspects of personal development, and presented it in a digestible manner. The strength of the material is its appeal to the eye and the concentration span!”

**Richard D. Moat, Founder, The Positive Change Foundation**

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*Any fact facing us is not as important as our attitude toward it, for that determines our success or failure*

**Norman Vincent Peale**

## PLANNING

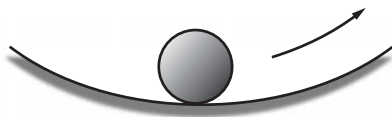
# ASSESSING THE RISK



You get nothing for nothing in this world. It is important to recognise there will be a price to pay.

**Are you prepared to pay the price of success?**

ACTION NEEDED



The price:

Pain	Conflict	Struggle
Hard work	Loss	Time
Discomfort	Setbacks	Money, etc

If it was easy everyone would do it. The easy bit is staying in your comfort zone.

NO EFFORT



If you are not prepared to pay the price:

1. Reconsider your definition of success.
2. Put this book away until you are prepared to do so.

## PLANNING

### ASSESSING THE RISK



Ask yourself:

- *What do I stand to gain?*
- *What could happen if I fail?*
- *Could I cope with the worst consequences?*
- *What will I learn?*
- *What would happen if I took no action?*
- *Are there any possible alternatives?*
- *How can I increase my chances of success?*

*None but a fool worries about things he cannot influence*

**Samuel Johnson**

## PLANNING

## ASSESSING THE RISK



*To laugh is to risk appearing the fool  
To reach out to another is to risk involvement  
To place your ideas, your dreams before the crowd is to risk their loss  
To live is to risk dying  
To try is to risk failure  
But the risk must be taken, because the greater hazard in life is to risk nothing  
The person who risks nothing, does nothing and is nothing  
He may avoid suffering, but he simply cannot learn, feel, change, grow, live  
Chained by his certitudes, he is a slave  
Only a person who risks is free  
Take a risk*

PLANNING

**COMMITMENT**



To achieve your definition of success  
you're going to have to be committed.  
How committed are you?



The hen had input  
The pig was committed

*We will either find a way, or make one*  
**Hannibal**

## PLANNING

## COMMITMENT



If you are prepared to pay the price, it means you think it's worth the risk and you are committed. You may still think there is something else holding you back, so remember:

- Beethoven wrote the world's greatest music when he was deaf.
- Milton wrote the greatest literature when he was blind.
- Winston Churchill flunked sixth grade and several college courses.
- Albert Einstein did not speak until he was four years old and couldn't read until he was seven. The Zurich Polytechnic refused to admit him because he 'showed no promise'.
- Robert Burns was an illiterate country boy. Cursed by poverty, he grew up to be a drunkard.
- Helen Keller became deaf, dumb and blind shortly after birth.



## PLANNING

## GOAL SETTING



Extract of a conversation between 'Alice' and the 'Cheshire Cat' from 'Alice Through The Looking Glass'.

'Would you tell me, please, which way I ought to go from here?'

*'That depends a good deal on where you want to get to,'* said the Cat.

'I don't much care where,' said Alice, 'so long as I get somewhere.'

*'Then it doesn't matter which way you go,'* said the Cat.

Alice Through The Looking Glass - Lewis Carroll.

***You become successful  
the moment you start moving towards a worthwhile goal***



PLANNING



## GOAL SETTING

### WHY YOU SHOULD SET GOALS

To achieve your definition of success you need to set goals. Goals are the stepping stones to your definition of success.

## SUCCESSFUL PEOPLE SET GOALS

(really successful people write them down)

*Until you commit your goals to paper, your intentions are seeds without soil*

**Zig Ziglar**

## About the Author

### **Paul Hayden, FinstSMM, MIFP, Dip PFS.**

Paul runs his own training and consultancy business. His clients include KPMG, Bank of Scotland, IBM, Prudential and BusinessLink. In his role as a training consultant, Paul works to develop a wide range of skills and knowledge to help both people and companies maximise their potential.

Prior to running his own company, Paul worked at Allied Dunbar where he had responsibility for the development of head office personnel and, later, the salesforce. Paul is author of several in-house training manuals, 'The Learner's Pocketbook' and co-author of 'The Financial Adviser's Guide'.

### **Contact**

Paul can be contacted through:  
The Hayden Partnership, P O Box 965, Swindon, Wiltshire SN5 5YS.  
Tel: 01793 772844 Fax: 01793 772844 Mobile: 07768 012316  
E-mail: paul@haydenpartnership.com www.haydenpartnership.com



A handwritten signature in black ink, appearing to read 'Paul Hayden', written in a cursive style.

*We cannot move at all, unless we are willing to accept losing our balance  
at least temporarily*