

The Five Mindsets of Super Successful People

What makes the top 2% different



10,000 hours of field observation across a variety of professions and organizations revealed five critical mindsets that separate superstars - those in the top 2% - from their more average counterparts.

Warning: These mindsets are counter to the way average people think about work and life.

That's the point.

At McLeod & More, Inc. we're not committed to helping you become average.

We're committed to helping you become great.

The Five Mindsets of Super Successful People

What makes the top 2% more successful?

The difference between average and poor performance isn't hard to spot. Easy to observe skills like work habits and job knowledge are indicators of general competence.

The challenge is not differentiating between good and bad; it's discerning the difference between good and great.

We've spent over 10,000 hours observing top performers across a variety of organizations. The research is clear:

The difference between good and great isn't just skill set. It's mindset.

Just as the difference between a good athlete and a great one is mastering the mental game, so too is the case for superstar performance in any other area of work or life.

Why Mindset Matters

Ask a good performer how they prepare for important meetings or customer interactions. They'll likely tell you that they plan out what they're going to say. Yet scientific studies reveal that when we're interacting with others:

- 7% of what the other person responds to is content - the actual words you say.
- 93% of what they respond to is mindset - the internal messages being subconsciously communicated and received via facial expressions, body language and tone.

The reason superstar performers - the top 2% - get a better response from other people is because they approach their interactions with a completely different mindset. 10,000 hours of field observation revealed:

- A person's internal dialogue is the driving force behind their success (or lack of success) in every interaction.
- Customers and team members respond to the way your people think and feel, whether they realize it or not.

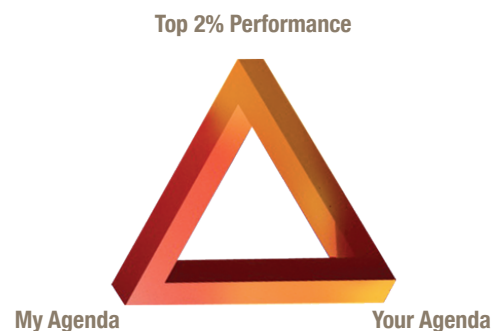
Like it or not, the success or failure of your organization hinges on the way employees interact with customers and each other.

Here are the five mindsets that separate the good from the great:

1. Superstars hold two agendas in their mind at the same time.

Average people approach their interactions focused on their own goals. Superstars go into situations focused on their goals AND the goals of the other person.

This seemingly nuanced difference in thinking is why superstars create better relationships and garner more support for just about everything they do. Customers and colleagues can feel the difference.



You can create success alone, but the only way to be super successful is to help other people.

2. Superstars can sit with uncertainty.

Mediocre performers want things to go according to their script. Whether it's a sales call, a board meeting or a customer service interaction, they get anxious in the face of change and uncertainty.

Superstars are more confident. They know that they'll ultimately be able to close the deal or resolve the problem, but they're not attached to having it play out in a certain way.

The ability to sit with uncertainty keeps them from getting anxious. It puts customers and coworkers at ease and enables them to solve problems more quickly and creatively.

The single biggest challenge facing organizations isn't changing behavior. It's changing the thinking behind the behavior.

3. Superstars think backwards.

Most people approach situations thinking, "I have these problems or goals; how might my spouse, boss, parent, coworker or customer help me eliminate them, solve them or accomplish them?"

Superstars reverse it. They think, "I have this spouse, customer, coworker, parent or boss; how might I be helpful? Customers and colleagues can feel the difference. This mental shift in approach is why superstars get such immediate, positive reactions from others.

4. Superstars define success differently.

Many people tend to view the people around them as helpers or obstacles. When describing others, they often use words like supportive, helpful, uncooperative, gatekeeper, blocker or even competitive threat, defining others solely in the context of whether they're going to help or hinder their own efforts.

Superstars have a different definition of success. Other people aren't just a means to accomplish their goals; other people are their goal. They want to create success for everyone.

5. Superstars show up with love.

We're weird about love in business. We want customers to love us and employees to love their jobs. But how can you expect to create passion if you don't show up with it?

There are basically only two emotions: love and fear. They play out the same way at work as they do in our personal lives. Love expands; fear contracts.

Average people might not be quaking in their boots every minute, but they spend a lot of time worrying about whether or not things will go their way. This unspoken fear creates a barrier between them and everyone they encounter.

Superstars have no such fear. They're not distracted by angst. They show up for work and life with their heart and soul.

The leadership challenge in the next decade is to take fear off the table.

This is your brain:



Strategic thinking requires the ability to stay focused in the face of uncertainty.

This is your brain on fear:



Fear ignites the reptilian brain, the smaller, reactive part of your mind.

Have you ever tried to train your people in new leadership, customer service, or communication skills only have them revert back to their old behaviors the second they get anxious?

Unspoken fear and angst paralyze employees. It stifles strategic thinking, and it can dumb down your entire organization.

You can't layer new skills on an outdated mindset; you'll never get a different result. Our programs connect the dots between skill set and mindset.



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McLeod & More, Inc. specializes in sales, leadership, and customer engagement. Recently profiled in Fortune Magazine, their clients include Apple, Deloitte, Ann Taylor, Best Buy, Avon, Kimberly-Clark and numerous educational, franchise, and direct selling groups.

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the problems of
today with the level
of thinking that
created them.”

–Albert Einstein



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