

McKenna's Gold - My Golden Rules for Success & Achievement

Read the success stories of outstanding achievers and you will find a "common sense" thread emerging. Out of my own experience, here are some "Golden Rules" that seekers of Success must follow...

1. **You don't always need to start from zero.** Check for all available resources/information, before spending precious time "reinventing the wheel". This will help you increase throughput and effectiveness.
2. **Never start anything without a plan.** A goal without a plan is just a wish and will never translate into results.
3. **Opportunities are in the market, not in the office.** And unless you know your market well, by practically working in it, you will never be able to tap its true potential.
4. **Opportunities and potential remain the same.** If circumstances and strategy limit our size, it does not mean that the potential of the market has gone down.
5. **Numbers have a relationship.** Use numbers to beat numbers. The simplest example of this is the relationship between input and output. The more you give (input), the more you will get.
6. **Use strategy to defeat Mathematics.** A powerful strategy can defy the soundest of mathematical principles, and this has been proved time and again through the feats of highly successful people.
7. **Growth is the best answer for growth as well as problems.** As long as there is growth, there will be positive outcomes and solutions.
8. **There is no wrong or right strategy.** Anything implemented 100% wins the game. Most people and organizations fail because they are weak on implementation.
9. **Someone has rightly said, "God is in the Details".** Whatever you do, detail, detail, detail.



10. **Well begun is half done.** But if the balance half is not done, it is simply not done. A common ailment with many people is starting with full enthusiasm and vigour, but losing steam half way through a project. If you want the results you envisaged when beginning the project, **keep the tempo up throughout.**
11. As managers, all of you work with teams. Delegate work correctly, always with **in-writing, formal processes** in place that serve as guidelines and boundaries within which they should work.
12. **Do not carry homework, or keep things pending.** The best way to stay ahead of your work is to finish it online.
13. **Involving people** is one of the smart manager's most potent secret weapons. Share your vision with people, take their opinions, give them importance, and they will all be on your side.
14. Planning and Delegating are not enough for achieving outcomes. Most managers fail because, having done this, they leave the project to their subordinates. Have **processes and mechanisms** in place...periodic formal and informal reviews will help you identify and correct problem situations and ensure success of your project.
15. **Implementing fully is not enough.** The true test of success or failure lies in outcomes achieved. **Continuously evaluate** your performance based on outcomes. **Seek and remain open to feedback.**
16. **Use efficient methods and best practices** for improving your and your team's productivity and efficiencies.
17. One of the hallmarks of a good manager is his **Error finding ability.** Have a razor sharp eye for what seems or can go wrong.
18. **Never ignore Signals in life** When something is "Just Not Right" there are always signals that indicate this.. Read these signals, accept them, take corrective action, and continue on your path to success.



19. **Everything else can be delegated except problems.** The easiest and most tempting route to take is delegating a problem to your subordinates. It is also the surest way to disaster. Focus all your personal energy and attention on quickly resolving problems...before they blow up in your face like a time bomb.
20. **Emails are to communicate outcomes, not to generate outcomes. Use dialog for achieving outcomes.**
21. **It's always the shepherd to be blamed, not the sheep.** The quality of Leadership determines whether a team will succeed or fail.
22. **Never use the words Minimum, At Least, After, Conservative, Tentative.** They convey lack of surety and clarity, and these get reflected in your actions too.
23. **When a question is asked, listen and understand it fully, before you respond.** Never try and preempt the question, in the false confidence that you know what it will be.
24. **Don't give guarantees on behalf of others.** The only guarantee you can give is for yourself and your performance.
25. **Develop value adding skills like Memory Power and Speed-Reading ability,** which will help you, enhance your speed, energy, performance and effectiveness.
26. **1. He who can't build his own career cannot build a company, or a brand, or a business.**



Follow these Golden Rules to run up the ladder of Success & Achievement.

With best wishes,

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