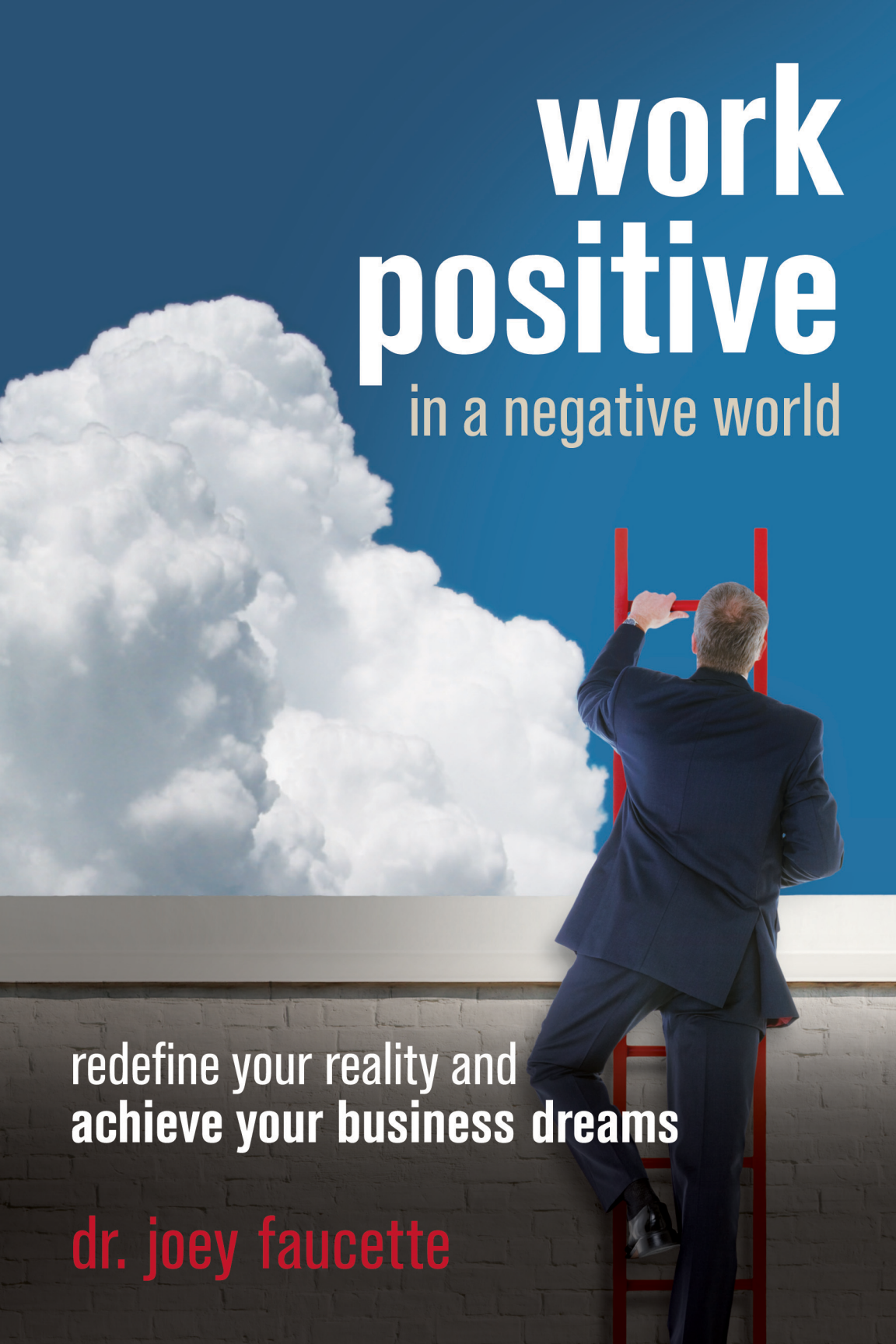


work positive

in a negative world

A man in a dark suit is seen from behind, climbing a red ladder. The ladder is positioned against a light-colored brick wall. The background is a bright blue sky with a large, fluffy white cloud on the left side. The man is reaching up, holding onto the rungs of the ladder.

redefine your reality and
achieve your business dreams

dr. joey faucette



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Avoid Only Familiar Thoughts

“As a single footstep will not make a path on the earth, so a single thought will not make a pathway in the mind. To make a deep physical path, we walk again and again. To make a deep mental path, we must think over and over the kind of thoughts we wish to dominate our lives.”

—Henry David Thoreau

Several generations ago, a country doctor, who was an avid fox hunter, often took his dogs along and turned them loose to chase foxes while he waited for women to deliver their babies. There was also a barber in the area whose shop was a favorite loafing place for telling stories. The barber listened to the doctor tell his stories, had never been fox hunting, and so persuaded the doctor to take him.

The two went up a mountain highway and turned the dogs loose. Soon the chase began at a furious pace. The gentlemen sat in the front seat of the truck, and occasionally the doctor would nudge the barber and say, “Just listen to that music.” The barber listened carefully and said nothing.

This same routine happened every few minutes until finally the barber said, “Doc, I’ve listened closely for several minutes now, and I can’t hear the music because your dogs keep barking.”

One man's music is another man's dogs barking.

Sometimes the familiar gets in the way of the work positive lifestyle we chase.

Super-Efficient or Basically Lazy?

When considering how you perceive your business positively you must think about how your brain functions. Like the doctor and the barber chose two different ways to hear the dogs, you can see your brain as super-efficient or basically lazy. Either way, here's what happens as you perceive your business:

1. A perception of your company enters your mind through some sense.
2. Your brain begins to sort the information.
3. Part of the sorting process is searching the catalog in which information has been stored previously. Your mind wants to place this new information in a folder labeled "Familiar." In other words, if it resembles something you've stored before, your brain wants to lump it in that category.
4. If it does not fit in a current category and your brain has no idea where to file it, it tries to throw it out, or at least put it in the "Recycle Bin" in hopes that you empty and delete it later.
5. It is at this moment that you say something like, "I don't understand" or "I've never done it this way before" or "You've got to be kidding me!" or "I can't hear the music because your dogs keep barking." You label the unfamiliar perception as "Negative," and toss it.

The neural pathways in your brain are like interstate highways. Familiar thoughts course up and down them like BMWs and Mercedes-Benzes on the German Autobahn. Unfamiliar thoughts are like Vespas and mopeds trying to run the Autobahn. Either move over or get off the interstate. That's the way your mind treats them, especially the first time you encounter such a thought.

The world is constantly changing, and so is your business's context. How do you deal with so much change?

Ponder Your Work Positive Life for a Moment . . .

What has changed about how your business operates in the last year?

#wpnw

Repeat After Me: "Repetition, Repetition, Repetition . . ."

Do you remember when your third-grade teacher showed you all those multiplication tables and said you had to memorize them? What was your reaction? "No way," right?

Today you know them. You carved out some new neural pathways in your brain. You created a new folder named "Times Tables."

How did you do it?

Repetition.

Your parent or grandparent made you sit down and stare at them, saying them over and over to yourself, speaking them out loud to someone, until you got every single one of them correct. "Now was that so hard?" they asked you.

"Yes," you said. Even as a third grader, you knew how hard it was to create something new in a brain that longs for the familiar.

You discovered that your brain is either super-efficient or lazy. Either way, it requires a great deal of effort to hack your neural way through the jungle of the familiar to plant something unfamiliar.

Your brain is still super-efficient or lazy even though you're no longer a third grader. It begs for the familiar and really tries to exclude anything that is uncharted territory. Your mind's primary function is survival, i.e., to keep you alive. It does not want you to

Ponder Your Work Positive Life for a Moment . . .

Recall a recent experience in which you learned something new whether it was how to operate a new piece of equipment, run some new software, or beat your son at the new Madden Football game. How often did you say, "I don't know how to do this!" or "I've never done this before?"



march off the map of previous experiences because that's where danger lurks. It's where the wild things of business are.

So here you are, reading a book titled *Work Positive in a Negative World*, hoping to figure out a way of creating more business success. Most likely, like so many of us, you have become negative about your business, choosing to be like the negative world. Since the world is negative, negativity is familiar. Yes, it's miserable, but nonetheless it is familiar.

You want to change your business (and your life) for some reason, perhaps because what you have always done no longer works for you. You desire different results, positive results, at work. You're praying that there is more to doing business than what you're experiencing. You realize to do business in a different way, you can't keep doing the same old behaviors . . . or else you'll go insane.

Unfortunately your brain does not care whether you are negative or positive about your business. It only longs for the familiar.

So if you choose to perceive negative thoughts about your company or the economy, your mind finds those thoughts familiar. It knows where to file them. It quickly sorts and processes them, pats itself on the back of its cerebrum, and says, "What a good (boy or girl) am I." Your mind loves the familiar, even if it is negative.

So how do you overcome its love of the negative familiar?

Repetition.

That's right, you repeatedly, over and over, choose to perceive the positive about your business and focus your mind on those aspects that, though they may be unfamiliar, are success stories. Just like you did with your multiplication tables, you create some novel neural pathways that over time become familiar.

Who Moved My Coffeemaker?

My wife enjoys rearranging the kitchen counter periodically. She likes to play "spin the kitchen," so she shuffles everything around.

The coffeemakers are moved from one side to the other, which means the canisters with the sugar and flour and stuff are moved to the other side of the stove. And to make room for them, the crock pot and tea maker are repositioned. Of course the napkins get a new location, too.

I make the coffee every evening, programming the brewers to go off the next morning. The first evening I walk in to discover this new arrangement, I naturally go to the previous and familiar location of the coffeemakers and they're not there. So I hunt around the kitchen, find them and begin my preparations, grumbling all the while. The unfamiliar is negative, right?

But then of course the coffee filters, which I had in a drawer near the previous location of the makers, have to be relocated to a closer drawer. Then there's the coffee itself, which previously was stored in a cabinet closest to the "familiar" spot. So the coffee's location has to be changed as well. It took me about 21 evenings to stop walking over to the spot where I made coffee previously and reaching for filters and coffee that were no longer there.

The ways you do business are constantly changing and moving your coffeemaker, aren't they? A new piece of diagnostic equipment is required to do repairs. A more efficient system is introduced into your franchise. A new safety rule is enforced by OSHA. Being a creature of habit, you return to the same spot. Why? Because it is familiar, regardless of whether it was in the best spot or not.

Only through repetition—preparing the coffee every evening for 21 evenings in a row—do we unlearn the familiar and learn the new. That's right—unlearn the familiar and learn the new. It's a two-stage process. Just like we can't simply turn away from the negative aspects of our business when focusing our thoughts, we must also focus on the positive. So it's not just a case of an old dog learning new tricks. The most challenging part of the equation for us old dogs is to unlearn the familiar, clearing room in our minds for a new soon-to-be-familiar trick.

How long did it take me to stop moving to the previous location of the coffeemakers? About three weeks.

Sure I got it right before then. I would get it right three evenings in a row, sometimes four, and then relax. That's when without even thinking about it I stepped over to the coffemaker's previous location. It wasn't until after about 21 evenings that I could do it right unconsciously.

How did I finally stop that familiar behavior?

Repetition.

Easier Said Than Done

Think of your perception like a camera. Cameras have different lens functions—panoramic/landscape, normal, and zoom. Odds are if you're old enough to remember Polaroids, if you have a digital camera, you use only one or two functions on it. You have your "standard operating procedure" for taking pictures, which means your camera can do more tricks than you are comfortable trying. Why? You've never done photography this way before—digitally.

Our younger daughter received a new camera for Christmas. It has a far more powerful zoom than any of our others. So one evening I was standing in our kitchen, near the previous location of the coffeemakers, and she was at the table by the bay window. Suddenly, she said, "Daddy, you need to trim your nose hairs."

I look over and from her sitting angle, she had zoomed up and in on my nose. Since she was a teenaged girl at the time consumed with personal hygiene, the status of my nose hairs was of great concern to her lest I go out in public and embarrass her.

Her powerful zoom was great for judging the status of my nose hairs, but when closed in so tightly, prevented her from seeing my eyebrows, eyelashes, and other facial features that I'm sure would have been equally offensive to her. Had she used the landscape/panoramic lens, she would have seen all of me, her mom, the kitchen counter, refrigerator and the rest of the appliances. Yet she could not see them. The zoom was myopic. It created a closed field of vision.

Our minds are set on a default zoom function that perceives the familiar first. It is what we zoom in on. After all, the familiar ways have worked for us in the past and quite well, so why change our field of perception now?

Or, have they? New challenges come each day in business. At first we judge them negatively simply because they are unfamiliar to us. They fail to fit our preconceived notions of how to do some task in our business. We lack categories in which to insert them in

Ponder Your Work Positive Life for a Moment . . .

. . . and consider your typical reaction to a new marketing concept shared in a team meeting at work, or an unfamiliar shortcut that a friend offers to a client's office, or when the break room coffeemakers are moved.

What's your reaction?

Or, consider when you change the way your employees do their time sheets, or enter the building, or what they wear for uniforms, or who can go to lunch when.

What's their reaction?

#wpnw

our brain. So we resist the change, the new, only to wake up the next morning and discover that yesterday's change has been joined by today's change, and tomorrow's change lurks in the shadows, ready to pop out when the clock strikes midnight.

The mantra "I've never done it this way before" is absolutely true. Redefining the reality of this statement from one of resistance to change to one that is followed by "That's right, and if I don't want to go broke, I'd better learn how to do it this way as quickly as possible" is absolutely critical if you're going to continue to be in business today, much less enjoy a work positive lifestyle.

So What Is Your Typical Reaction to Something Unfamiliar?

Be honest, and remember: Your brain is super-efficient and basically lazy.

Your mind perceives the familiar first and longs for it, even if it is negative.

You avoid thinking familiar, negative thoughts only through repetitive reprogramming of your mind to search out the positive aspects of your business, zoom in on them, and hold your focus until your brain stubbornly creates a new file folder.

So often our typical reaction is to chase away the unfamiliar and cocoon in the familiar even if it's negative. Sure it is negative, maybe even miserable, but it is familiar. But there are consequences if you remain in the familiar.

Our family enjoyed an extended weekend at the beach, just to relax and be together uninterrupted. One day as I sat with my wife and daughters, reading a book and relishing in the ocean, I noticed a sandpiper. He was by himself, and soon I discovered why.

I watched him scurrying around the beach like most of his type looking for something to eat. At least that's what I thought he was doing. But I soon discovered that's not how he spent most of his time. That sandpiper used most of his time and energy to chase

away other birds. If another sandpiper approached his territory, he quickly ran over to chase him off. Then another bird invaded the opposite end of his area and he was off to chase her away. Back and forth that little bird ran, spending virtually no time eating and all his energy chasing away the competition.

Do you spend most of your daily mental energy at work defending your familiar turf, chasing away any change or unfamiliar thoughts just like this paranoid sandpiper who perceives that there isn't enough food to go around?

Remember: Before the old dog can learn new tricks, he must unlearn the old ones, creating room in his mind for the unfamiliar. So must the sandpiper. And so must you and I.

There is a cumulative effect on your life if you remain locked up mentally in only the familiar. Look around at the abandoned buildings that once housed businesses in your region. They're locked now, but the mental lock-up by the business owner took place long before the real estate was. While some familiar thoughts continue to serve you well, there are others—in fact, most of them—that don't. You have never done business in a market exactly like this before.

For some of us, it's like being a teenager again, an uncontrollable tsunami of economic hormones washing over your brain. If you're a first-time entrepreneur, this is your first experience out on your own, paying the lease and buying supplies and getting up on your own to go to your business, not just a job. If you've been in business for a while, it's like being middle-aged—you're wearing glasses for the first time just to read your P&L and discovering that your net profit is redistributing in places you don't like. If you're a mature business owner, you wake up each morning to a new ache or pain in your marketing plan—"Why should I put my 'Face' on a 'Book' and I thought birds tweeted"—and the constant yet unfamiliar reality that you physically can't do what you've always done without getting tired, but have to because you cut payroll expenses.

While some of the familiar thoughts we nurture can serve us well, we do well to apply that disclaimer we hear in all the financial services companies' ads: Our past success is no guarantee of future performance. Business changes daily just like the financial markets. The mercurial essence of doing business today slips in and away, it ebbs and flows; no two days are exactly alike, despite what our brains would tell us.

It's this reality that makes it absolutely critical for you to avoid focusing only on familiar thoughts, to redefine the reality in your head, to welcome novelty into your perceptions; through repetition to create new neural pathways and categories in your mind that release that jet fuel of imagination to soar into the stratosphere of positivity that fulfills your business goals and makes your dreams come true. You search out the positive in your business, learn positive practices from similar and dissimilar industries and adapt them, despite any unfamiliarity, and cognitively embrace them so you can work positive.

How do you avoid perceiving just familiar thoughts, which are often negative because they don't work, and welcome unfamiliar ones?

Embracing the Unfamiliar

Repeatedly perceive the unfamiliar, intentionally choosing to suspend judgment in pursuit of the positive. Through repetition, you force your brain to form new categories and file the positive until it becomes familiar. You implement this newly familiar positive in your business and discover new revenue streams, new markets, new customers, and most of all, a new satisfaction for why you do what you do. You work positive.

Here's how it works. My wife received some new horses to board that came from a farm about 2,000 miles away. The previous farm was set up differently than ours. The horses were in a much smaller area. In fact, these four horses daily walked a space that

measured about 100 feet by 100 feet. So when my wife put these horses into a five-acre pasture, you would think that the first thing they would do would be to run all over it, happy to be in a significantly larger space, right?

At first, the largest horse, who happened to be the leader of his herd, stood basically in one spot all day. In his mind, he was still enclosed in a very small space even though he had all the five-acre pasture to enjoy. He didn't move.

When he did move a few days later, he walked a perimeter that measured 100 feet by 100 feet—the same size space he occupied previously. He was still a prisoner in his mind of the small space. Even though he was unhappy, even miserable to the point of biting the other horses while in that small space, he could not escape his familiar patterns.

The interesting thing to me was to watch him gently begin to explore our larger pasture. Only gradually did his mental picture of where he could spend the day expand to include all the new, unfamiliar five-acre pasture. Repeatedly, he walked the previous space. Then bit by bit, he expanded his space to include part of the unfamiliar pasture. Through repetition, he became more and more comfortable with more space.

After about 21 days of this tentative exploration, he burst into a gallop and surged through the pasture with reckless abandon, kicking up his heels, toward the fence line at the far end of the five acres. When he arrived at the fence, he just stood there for a moment, admiring the view. Then he turned to look back at where he had been, nickered to the other three horses, and they galloped to where he stood.

Your brain is super-efficient and lazy.

Your mind perceives the familiar first and longs for it, even if it is negative.

You avoid thinking familiar, negative thoughts only through repetitive reprogramming of your mind.

If a horse can do it, so can you.

Ponder Your Work Positive Life for a Moment . . .

. . . and relive an experience in which you faced a change in your business—large or small—and eventually, through repeated efforts, successfully navigated it.

Put yourself back into the struggle of the change, but also revel in the sense of achievement and elation as you positively emerged on the other side. Remember the additional revenue you generated. Recall your customers' faces as you provided a new solution to their problems. Relive your employees' looks as "your change" actually worked. What was that like?

#wpnw

Who Moved My Furniture?

I painted our master bedroom. My wife decided it was a great time to rearrange the furniture in the room. (You see a pattern here, don't you?) It was OK by me. I like change . . . until I got up in the middle of the night the first night it was rearranged and bumped into a chair that wasn't there before. I almost didn't make it to the bathroom.

Then the second night I stubbed my little toe on a dresser. I sat down in the floor just to make sure it wasn't bleeding profusely, wondering, "How can something so small hurt so big?"

The third night I tried to knock off the little toe on the other foot on the footboard of our bed. Of course, I was protecting the previously injured little toe. This time, I was down on my hands and knees, crawling around the bedroom, searching for my toe which I knew I had knocked off; praying it could be surgically reattached.

On the fourth night, I decided that perhaps I would do well to wake up and look where I was going. I didn't want to turn on a light and wake my wife. So I started peering into the darkness more . . .

. . . and discovered that the dark really isn't so dark. The area light in a nearby horse pasture streams in through a window and lights part of my path. Later I discovered that on a night when there's a full moon, one portion of the room is literally bathed in light; so bright I can see quite well.

Sometimes your life at work seems dark—as in red ink, not black—because you perceived only the familiar and that's led to negative injuries. It's in that moment of discovery that you find there is more light in your business than you previously imagined; that you can peer into the dark shadows and find just enough unfamiliar positivity for your journey so you can travel safely through the treacherous waters of both black and red ink.

When you make this discovery, when you perceive an unfamiliar, positive thought and your negative begins to lighten, repeat it.

Do it again.

And again.

And again.

Avoid only familiar thoughts.

Perceive unfamiliar thoughts.

Then celebrate, because you've just taken another step in your journey toward your work positive lifestyle in business, discovering how you can make a positive life, not just a living, while doing business in a negative world.

Grab & Go

As you "Avoid Only Familiar Thoughts," create a new mental file folder for these unfamiliar thoughts:

1. One man's music is another man's dogs barking.
2. Familiar thoughts are BMWs and Mercedes-Benzenes on the Autobahn. Unfamiliar thoughts are Vespas and mopeds on the Autobahn.
3. Welcome unfamiliar thoughts with repetition.
Welcome unfamiliar thoughts with repetition.
Welcome unfamiliar thoughts with repetition.
4. Business constantly changes and moves your coffeemaker and furniture . . . and your bottom line.
5. Your mind is set on a default zoom of what's familiar about your business, even if it's not working.
6. Before the old dog can learn new tricks, he must unlearn the old ones. (Regardless of your age, you are the old dog.)
7. How big is your business pasture . . . really?



Compare and Compete Rarely

“It’s hard to soar like an eagle when you’re flying with a bunch of turkeys.”

—A bumper sticker

A duck hunter in town was said to have the best retriever in the county. But he refused to take anyone hunting with him to see the dog work. Finally, he agreed to let one friend go duck hunting with him. But he made the fellow promise not to tell anyone in town about his dog.

The friend promised, and so off they went duck hunting. He shot a duck, and the dog took off to retrieve the downed bird. But instead of swimming, the dog walked on the water to the downed bird, picked it up, and returned it, still walking on water, to the hunters.

The owner of the dog turned to his partner and said, “Now do you understand why I don’t want you to tell anyone in town about my dog?”

“Yes, I do,” the fellow replied. “I wouldn’t want anybody to know I owned a dog that couldn’t swim, either.”

So how do you conceive your business—a dog that walks on water? Or a dog that can't swim?

Dogs that Didn't Swim

One of the largest challenges you and I face in conceiving the positive as we do business in the negative world is attracting positive people with whom to conceive. As we discovered in the previous chapter, our conceiving vibrations attract those who resonate with us—our core values, our life priorities, and our unique contributions we make to the world. Our businesses amplify these vibrations. If we vibrate negatively, those are the individuals we find ourselves partnering with. Such negative cooperation leads to what I call "negative conceiving."

For example, Ken Olsen, founder of Digital Equipment, in 1977 said something like, "There is no reason anyone would want a computer in their home." We have four computers in our home. How many do you have?

A Western Union Telegraph Company internal memo in 1876 read something like, "This 'telephone' has too many shortcomings to be seriously considered as a means of communication." Got a phone in your pocket or purse?

When Gary Cooper turned down the lead role in *Gone with the Wind*, he is reported to have said, "I'm just glad it'll be Clark Gable who's falling on his face and not Gary Cooper." Frankly, my dear, *Gone with the Wind* is a classic film and Gable is part of the reason it is.

In 1962 Decca Recording Company rejected the Beatles after a studio session, reportedly because "We don't like their sound, and guitar music is on the way out." How many Beatles songs can you name and sing?

"Negative conceiving" is everywhere. I have a friend who says that 95 percent of the time the people around you are wrong when they express their opinion. It's not that he thinks he is always

right or that people do this intentionally. It's just the reality that unguided, most of us stumble down negative pathways and like Ken Olsen, Western Union, Gary Cooper, and Decca Records, miss the mark. We give away the power of our positive perceptions to people who negatively conceive with us. Unfortunately we listen to them too closely and follow their lead into dead-ends that keep us from a work positive lifestyle.

Think about it this way: what if Michael Dell chose to conceive with Ken Olsen? Or, what if Bell had taken to heart Western Union's analysis of his telephone? Or, what if Clark Gable had said, "Gary Cooper is right. I'm turning down this role." Or, what if John, Paul, George, and Ringo accepted at face value Decca Records' assessment, packed their guitars, and went back home to Liverpool? How would your world be different if any one of these scenarios became reality?

How Much Personal Power Do You Give to Drowning Dogs?

The reality of business is that all of us pursue negative pathways at times. We miss the mark just as these prominent persons and companies did. However, we have a choice about how much personal power we give away to others as we conceive our business worlds.

An airline pilot hammered his plane into the runway during a landing. His airline required him to stand in the door while the passengers exited, smile, and thank them for flying. He really didn't want to do this since his landing was anything but smooth.

Finally everyone had gotten off the plane except for this little old lady with a cane. The pilot breathed a sigh of relief until the lady asked him, "Sonny, mind if I ask a question?"

"Why no, ma'am," said the pilot. "What is it?"

She asked, "Did we land or were we shot down?"

Sometimes your best efforts at landing your business aren't successful. You get shot down and don't want to face others, particularly if your missed landing was very public. It is in these moments that you truly discover the kind of persons whom you have attracted into your business life. Positive people will encourage you to recover, remind you that mistakes are not fatal, and help you back up onto the work positive highway. Negative people will discourage you, ridicule you for even trying, and repel you down a negative cliff and drop you.

We all discover that we have attracted negative people into our lives at some point in the journey. Your imagination is calling to mind some of those very people right now.

Regardless of their actual names, I call them Eeyores. You remember Eeyore from Winnie the Pooh. Whenever Winnie the Pooh, Tigger, or Piglet would suggest some wonderfully positive pursuit, Eeyore's standard response was, "It'll never work."

We all find ourselves confronting Eeyores from time to time. The question for you becomes, "How much power will you give these Eeyores to conceive with you?" The real challenge for you as a business person is that the Eeyores you hire as employees or service as customers and clients or purchase from as vendors and suppliers aren't just cuddly cartoon characters from a children's book. In fact, they may be annoying as Eeyores by day, but actually they become vampires by night. They suck from you all the time, energy, and attention that you will allow them.

At night, they disturb your sleep with worry, which is nothing more than your imagination on negative steroids, and zap your energy for the next work day.

At night, they call your home and distract your attention away from your family who, though they may be the most patient people in the world, become exhausted by the intrusion.

At night, they take your time by . . . you fill in the blank here.

You know these Eeyore Vampires.

You wish they would just go away.

You know they won't.

So we're back to the question, "How much power will you give these Eeyore Vampires to conceive with you?"

What about your employee who expresses his opinion about you with regular negativity to his co-workers? How much time do you give to recovering your relationships with the other employees?

Or, what about the negative customer who throws a wet blanket on everything you try to do to please her with excellent customer service? How much energy do you waste on she-who-won't-be-pleased?

Or, what about the supplier who tells all the other competing vendors that you exclusively do business with him, preventing you from receiving the best bids? How much of your attention does he get?

Do You Compare and Compete?

The real challenge is when you allow Eeyore Vampires to have negative conceiving influence on you, you begin to compare and compete. When you compare and compete, you embrace a scarcity mindset of perception based on a negative view of reality that says, "There is not enough to go around in the universe. I got mine. You get yours." This negative view is antithetical to the true purpose of conceiving a work positive lifestyle which states that you are created to cooperate. By nature, cooperation suggests abundance; that working together we can achieve more than any one of us alone. To cooperate is to acknowledge that like the daylilies and birds, there is more than enough to go around for all of us.

When you compare and compete, inevitably you assume a superior-inferior relationship. Rather than embracing the creative diversity and its abundance endemic to the universe, you conceive with negativity that since I can accumulate more than you, I must be a better person than you. Inevitably you compare amounts of whatever you prize, and compete in an effort to prop up your

fragile ego. You allow negative Eeyore Vampires the power to reverse the osmosis of your perceiving filter so that you filter out the positive and allow the negative to pass through.

Think about it this way. I have a favorite pair of blue jeans that I enjoy working in around the farm. I've snagged and ripped them on numerous occasions, so much so that some of the holes are pretty large. Let's say that I want to salvage these jeans because they're a favorite pair so I decide to patch them. If I choose to patch them with some of the finest silk from the best shop in Hong Kong, what would you think?

Or, let's say that my home is falling down. The foundation is crumbling on the north end. Therefore, my door jambs are tilting and the doors won't close. The floors are uneven and I trip on the hardwood boards sticking up. I decide to add on to my home and spend \$200,000 building an addition off the sagging back porch. What would you think of my remodeling?

Or, imagine with me that instead of adding on to my falling down home, I decide to build a new home. I have a choice between building on a sandy stretch of beach, where a hurricane has come on shore three times in the last ten years, or at the base of a mountain on top of a granite slab that extends for miles underground. Which site should I choose?

Or, let's say that I'm blind and traveling to an unfamiliar city. I choose as my traveling companion a woman whom I met recently and who also happens to be blind. She has never been to this city either, but offers to act as my guide. Should I go with her?

Then why do you give away your power of choice to Eeyore Vampires who insist on a compare and compete style of conceiving business? Why do you allow them to form your company's reputation, your business's self-image, and your own self-perception of your work lifestyle?

It is the same as patching denim with silk, or adding on to a dilapidated dwelling, or building on weather-stricken sand, or letting the blind lead the blind.

A Better Way to Work

There is a better way to work than to compare and compete based on a scarcity conception driven by negativity.

Wayne Dyer told *Success* editor Darren Hardy a story about H.L. Mencken, who was a newspaper columnist. He wrote some columns that engendered a number of negative letters from his readers. In response, he wrote a column that basically said this: "I have your letters in hand that are critical of my recent columns. I am holding them in my hand while sitting in the smallest room in my home. Soon they will be behind me."

Rather than give away the power of influence over his self-esteem, self-image, and self-perception, Mencken chose a better way. He detached himself from the negativity and lived into his birthright of positive cooperation.

We spend so much energy and attention worrying about what others think about our business. We allow them to form our filters in negative ways. When we buy what they sell, we are complicit in this conspiracy by giving away our perception and conception of how we work positive. Is this the pathway to enjoying your work positive lifestyle?

The better way is to seek out teams of positive people. Like Mencken, deny the negative people your positive time, energy, and attention. Put them behind you. Avoid allowing them to take up space in your mind. Restrict their stealing minutes from your time like so many vampires. Their compare and compete version of work reality is not only unnecessary, it debilitates your enjoyment of the work positive lifestyle.

A coaching client came to our farm so he could spend some time away from the compare and compete world of his business and conceive with me the work positive lifestyle. It was the fall of the year and as we walked and talked down our driveway, we stopped beside a section of fence along a horse pasture. The sun was setting, casting its last rays of the day on the woods. Almost like a spotlight, the setting sun focused on a maple tree, its brilliant

orange colors coming alive in the light until it appeared that it was on fire. It was quite a sight. My client noticed the tree, calling my attention to it.

Earlier in our walking, the conversation had turned to the compare and compete nature of life; of how critical others were of him and the professional barbs that became personal injuries he sustained by listening and taking to heart their negativity. As we stood there, leaning on the fence, soaking in the brilliance of the maple tree in the setting sun's rays, I noticed that the tree beside the maple was a cedar tree. Compared to the maple, the cedar was . . . well, "bland, nondescript, easily overlooked" all come to mind.

"Look at the cedar tree beside the maple," I said. "What do you see?"

"It doesn't look as good as the maple beside it," he said.

"But the cedar doesn't appear to be bothered by that, does it?" I asked. "In fact, it doesn't seem to care at all. It's just standing there, being a cedar tree, without any need to compare itself to the maple."

"It's just being a cedar and letting the maple be itself," he said. "I can do that."

When you compare and compete rarely, you give yourself permission to work positive as who you are, and you free others to do the same. As they pursue positivity in business, and you do the same, together you step away from the scarcity mentality of compare and compete and embrace your created nature of cooperation. Both of you are winners!

To compare and compete is to repair blue jeans with silk, add on an expensive dwelling to one falling down, build a home on a hurricane-ravaged beach, and ask a blind person to lead you as a blind person in an unfamiliar city. It is counterproductive to conceiving the positive at work with your employees and suppliers, customers and clients.

Compare and compete rarely.

As you do, you conceive the positive at work, avoiding the Eeyore Vampires and embracing the positive people you attract

who choose to cooperate in your company's success. Once you live into your created purpose of cooperation and compare and compete rarely, then you are ready to conceive positivity at work on the ultimate level—by complementing with others.

Grab & Go

As you “Compare and Compete Rarely,” remember:

1. Conceive your business with positive employees and vendors, customers and clients as a dog that walks on water.
2. Ninety-five percent of the time the people around you are wrong when they express their opinion about your company.
3. You have a choice about how much business power you give away to Eeyore Vampires.
4. When you compare and compete, you embrace a scarcity mindset of perception based on a negative view of reality that says, “There is not enough to go around in the universe. I got mine. You get yours.”
5. The better way is to seek out teams of positive people as you attract them and they arrive at your business. Deny the negative people the positive energy of your work positive lifestyle.
6. Build your business on positive granite.
7. Sometimes you're the cedar. Other times, you're the maple. Be fine as both.



Say “Thank You”

*“It’s nice to help remember somebody who really made
a very positive difference in the world.”*

—Mary Hart

One day, a small card showed up in the mail and found its way to my desk. I opened it and it read something like this,

Dear Dr. Joey,

You don’t know me and we’ll probably never meet personally.

I was in the audience at a speaking engagement you did. I was a mess that day. My business was dying.

You changed my life. After listening to you, I found the way to work positive and the motivation to do it.

I just wanted to say thank you for saving my business and my life.

It took me about three tissues to get it together after reading this powerful handwritten note!

What I learned from a person I don’t even remember meeting was this: two little words—“thank you”—are among the most

powerful on the planet. And when they are written personally, by someone's hand holding an ink pen—instead of typed in an e-mail or text—they grow exponentially more powerful.

Yes, your work positive lifestyle transformation requires a ton of energy and effort by you to perceive, conceive, believe, and achieve the positive results you've dreamed about. But at the end of the day, you simply find a way to say "thank you" to your tour guides and fellow tourists who invested in you along the business journey because you realize that you received the positive, too.

Ponder Your Work Positive Life for a Moment . . .

Recall the last handwritten thank-you note you received.

What was it for? Who was it from?

Now remember the last handwritten thank-you note you mailed.

Having a little difficulty remembering?

Dog-ear this page and put this book down right now. Find a note card or a piece of paper and write a thank-you note to someone, anyone from whom you received something positive.

#wpnw

Givers Gain®

Ivan Misner, the founder of BNI (Business Network International), created this franchised referral network of business people on the philosophy of "Givers Gain.®" That is, the universe is rooted in the eternal principle that when you give to others—in this case, when you refer business to other members in your chapter—you literally gain more business because you give.

Think about your own business for a moment. Have you ever said, "I went to help him out, and he helped me more"? Or, "I told Suzie about John and how he's a great guy to buy a car from, and

six people showed up in my store the other day saying John sent them”?

It happens. Givers Gain.®

As you have begun to work positive and work into your reality these practices to perceive, conceive, believe, and achieve positive results in this negative world, you have discovered something. You have started to receive positive results.

How do you react to these positive results?

Any broken-arm back-patting going on? Sure, you have rerouted neural pathways, kicked the Eeyore Vampires to the curb, believed so intently that you imagined the best, and wedded your attention to your intention and then acted. You have experienced some positive results. You are beginning to enjoy your work positive lifestyle.

But notice how everything you have done has been guided. This book has guided you. I was guided in writing this book.

You learned how your mind works best and used it accordingly. Yet did you create your brain?

You discovered how relationships are best lived into and started doing that. Yet did you seek out all the positive people associated with your company? Most of them found you as you attracted them because you focused on and filtered for positive perceptions.

You realized that you were born to believe and could actually imagine your business at its best. And yet did you give birth to yourself?

You recognized that as you paid more attention to your perceiving, conceiving, and believing, coupled them to your intentions, and then acted on them, that positive results started showing up in your P&L, on the faces of your satisfied customers and clients, in the handwritten notes your vendor started sending, and in the looks of gratitude your employees and their families give you.

Sure, you are an integral player in the game of making these results happen, but did you act alone? Positive results showed up that are unexplainable, right?

Ultimately, you work these important first four practices to the best of your ability, but it all comes down to the simple recognition that as your reality redefines and your dreams are fulfilled, you receive your work positive lifestyle.

Ponder Your Work Positive Life for a Moment . . .

What is one positive result you received while reading this book?

#wpnw

Think about it this way. Have you ever said, "What goes around, comes around"? What did you mean by that?

Givers Gain,[®] right?

Have you ever said, "You reap what you sow"? What is the significance of that statement to you?

Ultimately you receive your work positive lifestyle.

These two statements describe accurately what you have done in the previous four practices. So what else can we say but "thank you" as we receive a work positive lifestyle?

Do You Say "Thank You" to Your Customers?

Once you realize that at the end of the day, or month, or fiscal year, you have received your work positive lifestyle, your attitude becomes one of gratitude. You want to say "thank you!" to someone. Have you thought about starting with your customers?

One of my favorite books is Tim Sanders' *Love Is the Killer App: How to Win Business and Influence Friends* (www.TimSanders.com). Tim's books, speaking, and consulting practice is an extension of who he is—a lovecat who shares knowledge, his network, and compassion.

In this book, he tells the story of his friend Mike, who was president of Pizza Hut. Every Friday during his lunch hour, Mike

called his MVCs—Most Valuable Customers—to say “thank you for your business.”

One Friday, Mike called a customer in a poor neighborhood in south Dallas who ordered more than a dozen large pizzas a month for a year. “From the bottom of my heart,” he told her, “I want to thank you for your business.” Then he asked the mother, “Tell me why you order our pizza. What’s your story?”

The mother told Mike her story of being a divorced mother of five children, three to eleven in age, and of how she worked three jobs to support them. She didn’t want her kids to see their mom accepting public assistance so she worked virtually nonstop. She let the eldest order pizza as a kind of reward because “my kids really love pizza.”

Mike was so moved by her story that he said, “Ma’am, I want to thank you for something entirely different than being a good customer. I want to thank you for being a good mother.”

Who will this mother buy pizza from for the rest of her life? How many of her friends will she tell this story of the day the president of Pizza Hut thanked her for being a good mother? How many pizzas will they buy?

Will Mike tell that story with a misty eye to his team with whom he conceives a work positive lifestyle to remind them of how much they can believe in Pizza Hut as they achieve positive results?

Mike called to give and gained again.

Ponder Your Work Positive Life for a Moment . . .

How do you say “thank you!” to your customers?

When was the last time you did so?

What can you learn from Mike about how to say “thank you!” to your customers?



Saying "thank you" to your customers because you receive a work positive lifestyle deepens your relationship with them so that everyone positively receives.

Do You Say "Thank You" to Your Employees?

A dear friend with whom I am also privileged to be a business partner is the general manager of a rapidly growing manufacturing company. One day over lunch, we discussed how we say "thank you" to employees rather than just assuming that we exchange money for their time and ability.

We talked about time off for family experiences like ball games and a grandbaby's birth. We mentioned flowers on Valentine's Day and other gifts on holidays.

Then we turned to the gift of presence that responds in more than the obvious, expected events of life. He told the story of how an employee was on the brink of financial disaster due to unforeseen life events. She had come to the operations manager about the situation and explained she may not be at her best productivity because of the stress. The ops manager shared the predicament with my friend who asked, "How much does she need?"

The OM said something about her inability to pay it back, but my friend simply said again, "How much does she need?"

The OM stated the amount, and my friend said, "Give it to her and tell her to pay it back as she can."

She paid it back as she could, a little at a time, and is now one of the most productive employees in the company. She constantly brags on her workplace and how much management cares for its employees, unlike other companies. By doing so, she helps the company attract top talent which increases productivity and profits even more.

My friend gave and gained even more.

Sure, not every company can lend money to its employees. In this case, it was appropriate.

A listening ear and a big shoulder to lean on cost you very little. Invest your ears and shoulders in your employees as your way of saying thank you.

Ponder Your Work Positive Life for a Moment . . .

Do you say "thank you" to your employees? How?

What other ways can you deepen your relationship with your employees so that they say "thank you" back to you?

#wpmw

This Book Is My Thanks to You

As I am writing this book, I am tempted to think about how many copies it will sell. That translates into how much money I will make from those sales. That equates to a new home or beach house or lake house or sports car or . . .

Now of course I am perceiving, conceiving, believing, and achieving this book as a work positive result in my life. But what is my true underlying motivation that is revealed all too honestly as my reality redefines and my dream of this book fulfills?

Givers Gain.®

What goes around, comes around.

You reap what you sow.

Ultimately, I receive my work positive lifestyle.

I am very careful about what I have sown into this book because I know givers gain and that what goes around in this book will come back to me.

My motive in writing this book has nothing to do with *The New York Times* bestseller list, or speaking tours or monetary rewards, or

the stuff those rewards make possible. Sure, they are nice, but . . . my motive is purely for your benefit. I desire to coach you to redefine your reality so you can fulfill your business dreams and enjoy a work positive life.

I know that in order to transform this negative world, it is going to take all of us working together to create a rising tide of positivity that will resolve our challenges as human beings so we can embrace our mutual dream opportunities.

This book is my way of saying "thanks" to you.

It is about you and me and everyone else on this planet learning to work positive.

So what else can I say, but thank you?

Thank you for the gift of your buying this book.

Thank you for investing your mental, social, emotional, physical, and ethical energies in positive ways in your business because of this book.

And what else can you say for the work positive life you have begun to enjoy as you have experienced this book, but thank you?

Can you imagine how much better our world will be when more and more and more of us start to say thank you for our redefined realities and fulfilled business dreams?

Just simply say "thank you" for your work positive life as you receive it.

Ponder Your Work Positive Life for a Moment . . .

Who is one person you know that could use a copy of this book?

One person that you could buy and give a copy of this book, not to sell more books, but to create a more positive world in which thank you is heard more often?

#wpnw

Grab & Go

Remember these as you "Say Thank You."

1. Write a personal, handwritten "thank you" to someone at least once a week. Be specific with your gratitude.
2. "Givers gain.™" (Ivan Misner, BNI)
3. "What goes around, comes around."
4. "You reap what you sow."
5. Ultimately you receive your work positive life.
6. This book is about you. It is about you and me and everyone else on this planet enjoying a work positive business life.
7. Simply say "thank you" to your customers, clients, employees, vendors, and anyone else associated with your business as often as you can daily.

Work POSITIVE

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Work Positive in a Negative World
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