



SIIMON REYNOLDS

5 Concepts for success for 2020

In over 30 years as a highly successful entrepreneur and business coach, Siimon Reynolds has pushed thousands of Executives from average to good to exceptional.

Siimon features his practical non-nonsense advice on success and productivity in his new book “Win Fast - Quick Ways To Achieve More, Earn More, and Be More” and sat down with Kylie Hammond to share amazing techniques on how to increase your success - fast.

Kylie:

Simon, I wanted to ask you, how do you define success?

Simon:

There's one definition of success which I like, which is the progressive realisation of worthy goals. I think that is largely true. If we choose our goals well and we make progress towards them, I think we view ourselves as successful. What I like about that definition is it's about the journey, not just the final destination.

We all know people who endlessly try to get to a particular place. It may take them decades to get there. They're not enjoying life particularly along the way. Even if you reach that goal, I don't view that as a successful life. I think the real challenge and goal we should be aiming for is to enjoy our lives at the same time as achievement. There's very few people that have pulled that off.

Kylie:

I read this great little blog that you did, with your observations about the difference between winners and losers because you mentor a lot of top CEO's, business leaders and entrepreneurs. You obviously see different habits and who's winning, who's losing, who's achieving results, who's achieving goals. Tell me a little bit about what you've observed as the difference between people who are really achieving and people who are not.

Simon:

Well the interesting thing about achievement is a lot of people think that it's talent based or intelligence based or luck based. Broadly we have to have some degree of all three. But in the long run, I don't think any of those are the primary drivers of success, particularly not success in business.

We've all seen people who were not particularly intelligent, earning 10 to 100 times more than the people around them. Then we see people that don't necessarily seem to have from the outside a lot going for them, that achieved more.

So I looked deeply into that. I really think that there's three factors that separate winners and losers in the long term. The first is I think people who succeed aim high. There's quite a lot of research to support this. Generally, if you pick

a large goal, a tough to achieve goal, you may not reach it, but you'll progress further than someone who picks an easy goal and gets it.

Like you Kylie, I've had the opportunity of mentoring everybody from billionaires to fast growing small businesses. I think that they all have to aim high. I don't know anybody who is achieving at a great level who is setting themselves moderate goals. I just don't. I think that aiming high is a crucial component.

The cool thing about that is you don't have to be smarter than anybody else to aim high. You don't have to have any kind of amazing product or amazing business to aim high. It's a choice to aim high. Once you make that choice all hundreds of circumstances start moving in your favour. So I think that's the first element.

Then the second element that I think all winners in business and in life have is that they maintain belief that they're going to succeed over a long period of time. Once again, I don't know anybody who didn't think they had a chance of getting anywhere who succeeded long term. It's a core fundamental mental state that we have to take on and keep maintaining and regenerating in our minds if we got to succeeding in the long term. Almost all success, particularly in the business world, is achieved long term. Yes, we see these examples of Silicon Valley people making \$1 billion in two years, but they're really unusual events.

If you look at the Kauffman Institute in the States, which is the most sophisticated research institute on business, almost everyone who succeeded in the business world took a long time to do it. So we must maintain the belief. That is not easy to do because as soon as we pick a high goal where we're challenged constantly, and once we have a company, or we're involved with a bigger company, or a growing company, there's just 10s and 10s of things that can be going wrong at any one point in time. It's hard to maintain self-belief. It's hard to continually regenerate personal confidence and confidence in your business mission over a long period of time.

I think it's a terrible shame that you can go to the so-called greatest MBA programs in the world like Harvard or Stanford, and they'll never talk about the importance of maintaining belief as a core fundamental of business success. But anyone who's achieved anything in business will agree that belief is compulsory. It's a must have.

5 concepts for success for 2020

Pick three goals that if you did achieve these three for the year, it would be an extraordinary year.

01

Set the aim to constantly think about those three goals.

02

Operate on a "two hour day". Between 9:00AM 11:00 A.M. achieved substantial things towards growing your business.

03

ABC, Always Be in Control. Become obsessive about controlling your time.

04

Make the switch from focusing on results to focusing on your performance.

05

Then thirdly, I think what separates winners from losers is that we must be endlessly flexible in overcoming obstacles. One of the biggest myths shared by people who don't know successful people intimately, or have not achieved much success themselves, is that successful people have achieved with relative ease. Once again, I don't know a single person who has achieved substantial success with ease.

The great Canadian business coach, Dan Sullivan, has a wonderful saying, which is, "Don't confuse

your backstage with other people's front stage." You see, the front stage of a successful business person looks wonderful. They seem so brilliant. It seems so easy. It seems so elegant. But the backstage of their company is a series of calamities, and nightmares, and high pressure struggles.

I know some of the richest people in the world. I certainly know some of the people perceived as being amongst the most successful in the world. Not a single one isn't facing all kinds of obstacles. So the first step in that is to accept that obstacles are normal and there's nothing wrong with us because we're experiencing obstacles.

Most people don't even don't believe that. They believe there is something wrong with them for experiencing obstacles. As a result, they often give up because they feel they're not suited to the venture, or the venture doesn't have much opportunity, or they think there's something wrong with what they're doing because they're experiencing all of these obstacles.

The first step is to accept that obstacles are the norm. Then the second is to really focus on and develop the ability to endlessly flexibly react. So this persistence is incredibly important for success. When I'm mentoring a lot of business leaders, I see dogged almost dumb persistence amongst many of them, which is they know they have to keep on trying. So they keep on doing the same thing again and again and again. They're inflexible in how they're overcoming the obstacle.

Then there's other people who are also persistent, but they're iterating, and they're optimising, and they're trying new things. They're doing a whole range of flexible counters to the obstacle. Almost inevitably, they end up succeeding and people say how lucky they were, or talented they were, or just brilliant they were.

Kylie, I know you mentor people, know the caliber of people that you mentor. I bet you agree that it's when they reveal the truth of their situation, they have 1,000 problems, but they're just very flexible in how they position encountering them.

Kylie:

I've had a big year of coaching and mentoring a lot of people. I've done more sessions than ever before. I'm really shocked because the majority are goalless & directionless when we begin. I quickly work with them to change that and put



them on the right course.

You've written this book, which is *Win Fast*, it's got some practical systems that you can adopt and apply to your every day living. Tell me a little bit about what motivated you to put the book together.

Simon:

I have an obsession with personal performance. It may be healthy, or it may be unhealthy. Ever since I opened my first company at 23, I've just been obsessed by trying to perform better. Over the decades, I've slowly but surely developed a toolkit of ways that have helped me achieve more. *Win Fast* is 80 techniques that I've used that have helped me a lot. It has helped the CEOs & entrepreneurs a lot as well.

What I tried to do in *Win Fast* is talk about techniques that can be almost instantly applied to get benefit. So there's nothing in the book that's about do this for the next three years and it should work. It's all about what can we do right now that one day later will dramatically increase the chances of us succeeding.

To me, that was exciting because we live in a world that wants fast answers – I buy a lot of business books, 300 pages with only five ideas in them. What I want to do is turn that on its head and put so many ideas, so many techniques in *Win Fast* that anyone can grab 10 ideas that would really work well for them.

Kylie:

If you were going to give 5 concepts to our members heading into this Christmas-New Year break, thinking about 2020 where they want to land what do you think they need to be thinking about?

Siimon:

The first thing I would do is minimise the number of goals I have. I see so many people coming up with 15 goals. I've tried it many, many times at the beginning of the new year. At the end of the year, so often I had barely achieved any of them. It took me a long time to realise that it's better to just have three goals and obsess about those three all year than it is to have a whole stack of goals and make small amounts of progress.

When you have a lot of goals and don't make progress towards them you feel bad about yourself. Your self image goes down, your self belief, it becomes depleted. You don't make much progress to the point where you no longer believe in what you're promising to yourself that you're going to do. So pick three goals that if you did achieve these three for the year, it would be an extraordinary year.

Secondly, I would set myself the aim to constantly think about those three goals. It totally echoes my experience. Totally echos your experience mentoring the C-suite and founders as well. Lack of clarity is devastating for them.

The lack of clarity comes in two ways, initially defining the goals that you want. But secondarily, there's a lack of clarity that occurs because the average person doesn't think about their goals much after they've set them.

I remember talking with John Symond (Executive Chairman and Founder, Aussie Home Loans) who I ended up working with for many years and is now a good friend. He said to me when I first started working on his business, "Simon, no matter how much you think about our company, I'm thinking about it more"

It really made an impact on me because once you've got the goals, the second part of it that people forget is you've got to constantly think about that handful of goals. Most people don't. Most people set goals and then forget about them, or they think about them every two weeks or so. No, no, no, no, no. Almost every minute of every day, you've got to be thinking what are my goals and how do I get them? Brian Tracy said that unsuccessful people are saying to themselves, "What's going wrong and who's to blame me or the goal?" I think that is largely the case as well.

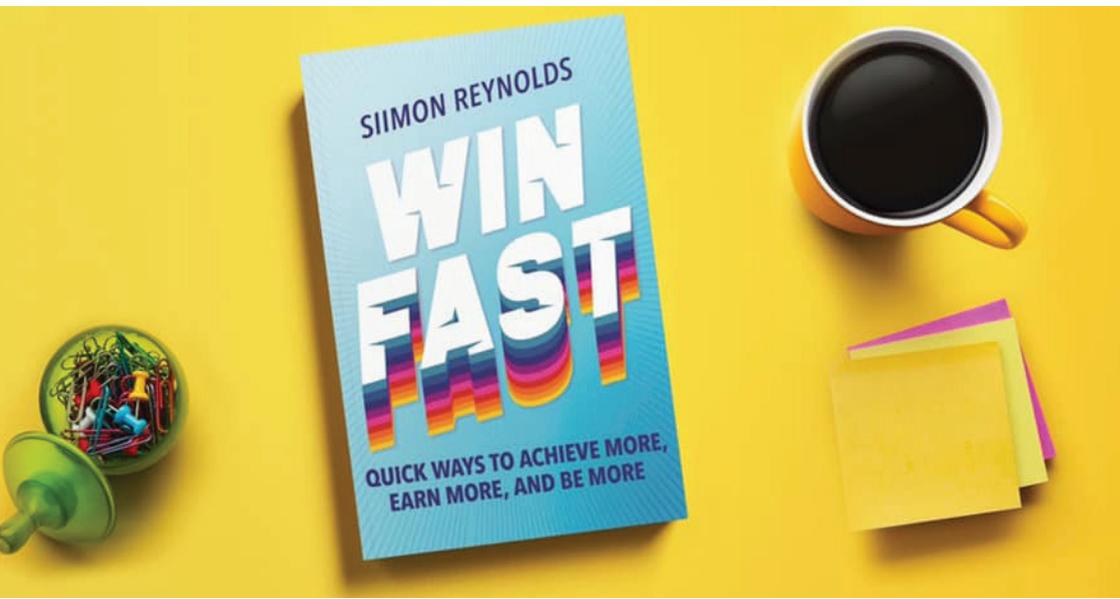
Thinking about your goals constantly stops you being negative. It focuses you. It literally changes the structure of your day because you're more likely to take action towards them. Then it gives you an endless array of ideas that pop into your head on how to achieve them. But if you don't think about your goals, you just end up like everybody else who doesn't get anywhere.

The third is I really believe in a concept that I teach in the book, which is the two hour day. The two hour day works like this. Let us say you start work at 9:00 A.M. You've got to design your day, as many days in a row as you can, whereby 11:00 A.M. you could honestly say you could stop work, and you would have achieved substantial things towards growing your business.

Because what I find is particularly as companies get bigger, you get so caught up in just handling stuff that it's 6:00 P.M., and you haven't done the handful of things that will actually grow your business. By forcing yourself to do as much as possible, to do the main things by 11:00 A.M., everything changes. Because A, you're 10 times more likely to get them done. B, you focus on them a lot more because you know you've got to get them done by 11:00 A.M.

Fourth is I believe in a concept called ABC, Always Be in Control. What we've got to do is we've got to become obsessive about controlling our time. So for instance, I don't believe we should pick up the phone 90% of the time. We should let it go to voicemail. Then when the time comes later in the day at a time that suits us, we should answer our messages then. So we should control the phone.

We should control the emails so that we're only answering emails two or three times a day in set blocks. We should control interactions with other people. People who interrupt you, tell them to come back at a time that suits you. Clients, we need to control clients. What I find is one of



“Rise above your competitors with Win Fast”



the main reasons that people have a average performing year is they endlessly kowtow and bend over backwards for their clients.

Now at level one, it looks like good customer service, but here's the truth. In five years time, almost every client you have will be gone.

The only person that may well be left in your department or your organisation is you. So don't put them first. Put yourself first because they're going to be gone anyway in the majority of cases. We don't do what they say whenever, we don't just jump when they say jump. We are not just available for meetings when they tell us to be available for meetings.

We exert control. Slowly but surely, if you have the philosophy of always being in control, and you begin to sculpt your days and your weeks and your months in ways that give you profoundly better results than people who are reacting to the plethora of outside interests, outside impacts. So calls, emails, texts, social media, other people interrupting in the office - all these things destroy our control and stop us scaling our careers or our businesses.

Five, what I'd say in answer to your excellent question, is I would make a profound change in how I perceive the purpose of my day. If you look

at most people, what they're doing is they're trying to get good results in their day. It seems obvious that would be a smart thing to do. But I believe that there needs to be a shift to maximise your performance. That is to stop focusing not on your results but on your own personal performance.

The thing about results, the irony, the paradox, is if you just focus on you performing well, you being organised, you being productive, you having a positive mental state, you being prepared - you have a better chance of getting the results you aspire to than if you're constantly thinking about the results.

The way the business world works is if you hang all your happiness and all your future on purely getting your results, you're putting yourself in the hands of other people. There could be a million reasons why you don't achieve that income, or you don't win that business presentation, or your staff don't do what you hope they do.

The only person you have real control over is yourself, and your performance, mental performance and technical performance. What we do during the day. So I believe that if we make the switch to constantly focusing on our own performance, everything changes. We get



much better at what we do, and we actually end up achieving the results, better results than just focusing on the outward results.

Some of these things that we've talk about seem unusual. They demand a contrarian way of looking at how we spend our days. That is very difficult to do because we have all these social pressures and corporate pressures to just be like everybody else. I always urge people to remember that almost everyone around you is mediocre. They talk a good game, but almost everyone around you is not achieving at a high level. The only possible way that we're going to achieve at a high level is to do the opposite of what the majority of people are doing.

Siimon Reynolds

About the author

Siimon Reynolds is a renowned Australian advertising entrepreneur and expert on personal and business achievement. He is also a highly regarded speaker, executive coach and a business author who has actually been successful in business, with more than 50 awards for excellence to his name, and a 30-year career owning and running numerous successful companies. He has been featured on 60 Minutes, Today, Bloomberg and many other TV programs as a high achiever, including as a Shark on Australia's original version of Shark Tank (Dragon's Den). He has personally raised \$19 million for his and his friends' start-up ventures.

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