

"This book is the real thing, but you have to be willing to do the work."

- Simon Warwick-Smith

STEP 12

12 Steps *to* Success *in* Business Life

RALPH WHITE

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*“The soul must be willing to pursue the
destination as well as the result...
Allow yourself to be led by your
spirit, and let the journey
inspire and delight
you.”*

Quote Source: “When Inspiration Eludes Me” blog

Step 12: Growing Your Happiness

Sometimes, people ask me if they will be happy once they are successful. The answer is, no. A pile of money is just a pile of paper. It does not inherently possess happiness. You supply the happiness. There are plenty of people who have piles of money and are not happy.

You should nurture happiness within you right now. Happiness is something you bring to the project, not the reverse. The project cannot be expected to bring you happiness. Happiness is not a thing to achieve, nor is it a destination; it is a state of mind that you bring to whatever it is you are doing. No other person or object will intrinsically make you happy. Happiness is a self-generated ingredient that you must supply. I coach clients to be happy on the way to success. Be happy that you are doing what you are doing and take responsibility for making yourself happy. If you cannot bring happiness then change what you are doing.

My aim is to create happiness every day. I simply try to bring happiness to what I am doing. I enjoy my work, clients, art, relationships, and my children. I am winning in this game called life because I am accomplishing things as a result of my intentions, and bringing happiness in the process. By definition, I am successful and happy. You can be happy too.

What is Happiness?

Dictionary.com defines happiness as: the quality or state of being happy, good fortune, pleasure, contentment and joy. But when you get down to the level of your day to day life, what is happiness? In the United States, we believe we have a fundamental right to “freedom and the pursuit of happiness.” What does this pursuit look like? How do we measure it? Can we get more of it? Am I able to earn or acquire more happiness than someone else? All these questions keep us confused and wanting in life.

Until we arrive at what happiness means to us, we are doomed to a life of seeking and dissatisfaction.

Some psychologists define happiness as having more positive emotions than negative emotions. In the book *Authentic Happiness*, Martin Seligman describes happiness as having three parts: pleasure, engagement, and meaning. Pleasure is the “feel good” part of happiness. Engagement refers to living a “good life” of work, family, and hobbies. Meaning refers to using our strengths to contribute to a larger purpose.

I identify two kinds of happiness. The first type of happiness results from instant gratification, i.e. someone gives you a large sum of money, or does something nice for you, or you receive good news. Happiness from instant gratification feels like a jolt or an electric shock and arrives as a result of some event, interaction, or thought. This could be considered emotional happiness. The other kind of happiness has the quality of peace or calm. You might experience it as contentment that results because all four areas of your matrix are in balance (see Step Nine). You are not worried about your relationship, making money, or your health. You are content and satisfied with how things stand in your life. This could be the feel-good and meaning type of happiness that you provide to life.

How to Define Happiness Based on the Matrix

You can use the matrix to help you measure your happiness. Here's how: Look at any quadrant of the Matrix and chose a topic. Figure out what a ten is for you on that topic of the matrix, with ten being the highest on a happiness scale of one to ten. What experience qualifies as a ten on the happiness scale? Now, rate yourself in each area. What changes need to occur for you to experience a ten in each area? If you are already at ten, then recalibrate the scale by calling the current ten a five, and invent a new ten.

Personal Example:

WholeLife Matrix Quadrant: Health and Well Being – Having Fun

I rate myself at an eight currently in this area on a scale of one to ten. If I recalibrate that score to a four, I redefine a ten as someone who only works four days a week and takes two months' vacation per year.

Now I have a new project to create that intention in my life to get back to an 8-9 on my Having Fun WholeLife Matrix scale.

People often resist rating themselves because they feel if they fall below eight, for example, that they have failed or that they have done something wrong. This sort of self-judgment can lead to shame, guilt, worry or upset. When you get consumed with any one of these feelings, you end up expending a great deal of energy that could be better directed towards accomplishing your intentions. Let go of shame, guilt and worry and take action instead. There is nothing wrong about being short of your goal. Just make sure you keep pursuing it.

Why Happiness is Important

Happy people are more productive than unhappy people. When people enjoy themselves, they are more focused on what they are doing. So, it is important that you go to work in the morning and feel happy and comfortable with your team. If you are in a company where your core values and the company's core values are in alignment, then you have a greater chance of experiencing happiness in your work life. The same applies to other areas of your life. In any situation, when your core values are present, you have the opportunity to experience happiness.

Core Values:

A core value is something that, if you were asked to violate it you, would refuse. For example, if you have a core value of honesty and someone asks you to help them rob a 7-11 store this weekend, your answer would be “No.” That would be a clear violation of one of your core values. To determine your core values, think of an event that made you upset. Like when your sister lied to you about taking your favorite pair of earrings. Identify what made you most upset – lying and stealing – and you will know that two of your core values are honesty and respect of other’s property. Consider that the only reason we react to an event with anger is because our core values are missing.

Consider another example of something that made you happy. For example, you close a \$70,000 sale and identify the core values present – accomplishment – success – sales. You have identified three more of your core values. Again the only reason you are happy when something happens is because your core values are present. It is important to identify eight to ten core values to use as a measurement on projects before you begin to make sure they are present. If your core values are missing, you are sure to be unhappy, and if they are present in you project, you have a very high probability of being happy.

Joy and Your Life Vision:

Joy can also arise from pursuing your “noble cause,” your vision in life. Your vision is the reason for your being here on earth. If you were born to carry a sign, your noble cause would be written on that sign. Your vision or noble cause is the thing that lights you up and gets you up each day to get your job done. It is not about you. It is about a possibility you see for the world, a possibility that you are here to keep alive and make sure others know is possible for them. My vision is “Ideas Becoming Realities.” I love to see an idea take form and develop until it manifests in the world. I have had the privilege of seeing thousands of people’s ideas show up and become real.

As a coach, my joy comes from being able to support this process and keep the projects in existence and moving forward until completion. When I was in the fabrication business, I took ideas and made them into metal parts and products. Now I take ideas and coach clients to take actions creating successful results in their business. All along, I have been working on my vision of turning ideas into realities. I carry that vision wherever I go, looking at ways I can help make that happen. Look for yourself to see what vision drives you? What is your noble cause that you were put here to produce?

Unhappiness and Making New Choices:

Your thoughts determine your beliefs, your beliefs determine your actions, and your actions determine your results. If you are having thoughts that lead to unhappiness, you need to figure out why you are upset and what you can do to change the situation. If you can change your thoughts, you can change your beliefs and, thereby, change the actions giving you different results.

Your thoughts determine your beliefs, your beliefs determine your actions, and your actions determine your results.

I understand my thoughts by listening to my conversations. There is a relationship between the words I speak and the thoughts in my head. If I am talking negatively about a situation, I must have negative thoughts about it. To change, I would look at what happened and create a different conversation about the situation. Would it be a happy conversation? A sad conversation? An absurd conversation? I would create different contexts for a conversation about any experience that is bothering me. By the time you create four different interpretations of your situation, you will have a totally different perspective. By creating different perspectives, you have created choices and given yourself power in the conversation.

From one of these new perspectives, you will find a path of action that has the potential to lead to a happier state of mind.

Coaching Focus:

I have a client, a brother and sister team. At the start of our relationship, I was overwhelmed by the number of things wrong with their family business. They were in a very dark place and hated their business. I was at a loss as to where to start coaching with them.

So I just listened to them both. I started by getting each of them to listen to each other. They thought they were at odds with one another on everything.

Once I got them to listen to each other and look objectively at the situation, they saw they were, in fact, in agreement on many of the actions needed to make their business run better. Once we reached agreement, it became a matter of deciding which project to work on first, and they each began to take weekly actions.

After three months of working together, they transformed how they interpreted their business. They recognized the things they agreed on and accomplished together. Once they shifted from measuring for what was not working, to what was working, they began to build a very successful business together.

Choose Problems That Make You Happy

As I have stated in previous steps, many people are working on the wrong problem, or on a problem that does not contribute to their happiness. For example, I encounter business owners focused on changing an employee's behavior. Instead, they should work on the problem of replacing that employee because this will lead to greater alignment of core values and more opportunities to experience happiness.

Happiness and Giving Back to Community

In the work of Joseph Campbell, *A Hero with a Thousand Faces*, Campbell describes the monomyth—a mythic pattern found cross-culturally. The monomyth is the myth of the hero who hears the call to adventure and takes up the challenge by travelling into the mythological woods on a quest. On the journey, he or she encounters all sorts of challenges and must use cleverness and courage to overcome them. Once the hero succeeds, he or she returns to their community to share the wisdom gained.

Benefiting your community through your accomplishments can bring you immense joy and satisfaction. Life is about connecting to others. When we authentically connect to one another, we also open the door to an experience of deep fulfillment that brings purpose to our lives. Our job in this life is to connect, help and contribute to those around us. Everything else is superfluous. So, when you achieve success and complete the hero's journey return from the forest, connect with your community through compassionate service.

Step Twelve Leads to the Next Step One

You began this book by identifying problems and committing to intentions for improvement. You moved into analyzing your business, setting it up to run smoothly and efficiently, by designing and building systems for marketing, sales, production, delivery, collection, payments, and measurements. You went on to draw together high-performance teams and started delegating—producing results through others. You practiced effective time management and developed systems to keep things in existence. You kept everyone engaged, motivated, and in the game until results appeared. You learned how to manage the breakdowns and the challenges that stood in your way. All the while you were taking care of different aspects of your life – financial viability, health and wellbeing, relationships and personal awareness.

So, what now?

When you reach the top of the ladder, the next step is the bottom rung of a new ladder. Remember every time you climb a rung, you are always being supported by your results; you stand on your accomplishments and the knowledge that you have gained. But, don't rest on your success and don't hover in ambivalence. Find your next problem to solve, make your next intention and keep climbing.

I want to leave you with three powerful tools to support you in life. I promise that if you incorporate these into your life, you have every right to expect success and happiness in all areas of your BusinessLife.

Happiness Tool: How to Have Happiness

Choose it: Choose to be happy daily.

Say it: Every morning, let the first words out of your mouth be "Today is a Happy Day."

Show it: Smile at everyone you meet and say hello.

Remind yourself of it: Put a ringtone of a happy song on your phone to remind you to be happy.

Keep it in existence: Put in your calendar at the end of every day to write down three things you are happy about.

Secret of Life:

- There is only time. You are born, you have time, and then you die.
- What you have is based on where you have spent your time.
- Your “wants” are where you have not spent your time.
- To obtain your “wants”, you must spend your time, or someone else must spend their time for you.

The Purpose of Life:

Do work you love to earn money,* to have a comfortable lifestyle, and to have free time to spend with those you love, doing what you love.*

* Refer back to Secret of Life

Please see tool box page 225 for the step exercise.

To share any thoughts, questions or responses, or if you would like to have a free introductory consultation on how we can put your business on the path to success, contact me at Ralph@Consulting2Win.com.

And I invite you to attend for free our bi weekly conference call “Deep Dive into the WholeLife Matrix.” Send me your contact information to Ralph@Consulting2Win.com and I will send you the conference call number and pin number.

I look forward to getting to know you better and working with you to achieve your intentions.

Ralph White - Business Consultant

Toolkit for Steps 1-12

I believe the best method of learning something new is “See, Do, Teach.” This is how medical doctors train. They watch a procedure, they perform the procedure (possibly many times), then they teach the procedure.

In this book, I gathered my best coaching wisdom and practices from my decades of coaching motivated, committed individuals like yourself. My path to coaching began with my own coach over 30 years ago. I practiced what I was taught, experiencing breakthrough results in my BusinessLife. As a coach, I now teach and motivate others. However, at the same time, I am continually learning, gathering fresh ideas and strategies for my clients. So it is a continuous cycle of learning, practicing, and teaching.

Something motivated you to pick up and open this book. You are seeking a breakthrough in your life, even if you cannot identify what that breakthrough will look like. But you will not see results unless you actively follow the steps I have laid out for you. I want to make the process of taking action as easy as possible for you, so you have no possible excuse for not taking action.

In the following pages, you will find exercises for each chapter and step of the book. Collectively, these exercises are your “Toolkit” which will guide you to unprecedented results. To download these sheets in electronic format, please visit my website at www.PossibilitiesUnlimited.com.

As you use these tools, I encourage you to teach them to someone else. In doing so, you will realize a deeper understanding of the power of each tool and its ability to transform your BusinessLife.

Step 12: Growing Your Happiness

Make a commitment to apply the happiness tool daily for 66 days. That will make it a habit. Track your results in your calendar.

The Happiness Tool

1. **Choose it:** Choose to be happy daily.
2. **Say it:** Every morning, let the first words out of your mouth be “To-day is a Happy Day.”
3. **Show it:** Smile at everyone you meet and say hello.
4. **Remind yourself of it:** Put a ringtone of a happy song on your phone to remind you to be happy.
5. **Keep it in existence:** Put in your calendar at the end of every day to write down three things you are happy about.

About the Author

Ralph White is the President and CEO of Possibilities Unlimited, Inc., a Southern California-based coaching company specializing in achieving breakthrough results through a transformational approach to business thinking and systems.

Ralph has unfailingly navigated the choppy waters of business and life and always come up a winner. His earliest entrepreneurial aspirations involved selling donuts in his Boy Scout troop – for a profit, of course! The day after graduating from high school at age seventeen, Ralph partnered with his father and mother in the Industrial Surplus business. Despite beginning with no money and no experience, he embraced the ever-changing business environment. Over the next 37 years, Ralph expanded his business into a sheet metal fabrications company with annual sales of \$50 million and 300 employees. At one point, he simultaneously managed five other businesses. In 1990, Ralph began his consulting career. In 1998, he completed working in the fabrication business and went full time into business coaching.

Ralph worked for Consulting Alliance, a transformational business consulting company, for nineteen years as a course leader and business coach. During this time, he led programs to over 5,000 business owners and managers of businesses ranging in size from individual entrepreneurs to American Express. Over the years, Ralph has shared his vast knowledge and unique approach with thousands of entrepreneurs, managers, and salespeople worldwide through seminars, hosting radio shows, and other public events. He now tailors his coaching to corporate executives, entrepreneurs, managers and teams of people committed to producing extraordinary results.

Ralph is also an award-winning artist. Just as he coaches his business clients to redirect their thinking towards possibilities, Ralph embodies this philosophy in his art, expressing the soul's ability to evolve. He has exhibited professionally across the United States as well as in Beijing and Hong Kong.

Ralph holds a degree in Business Administration for the California State University at Long Beach. He has served on numerous community service boards and committees and is a sought-after public speaker and radio guest. Ralph resides in Southern California with his wife.

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