



After being in the 'human nature business' for 40 years now - I'd like to offer a glossary of definitions to key words that are important to our lives and careers. They're not necessarily *literal definitions* either. That's way too narrow an opportunity for my liking. So, in no particular order, here are my practical interpretations on some key words and phrases (many that we take for granted) and how they impact leaders, sales & service professionals, or literally anyone in the human nature business; who's looking for an edge.

**DELEGATION:** Granting someone else the power to hurt you and trusting that they won't. It's a bit like love.

**CONFIDENCE:** When your preparation matches or exceeds your will to win. A bonus if you factor in failure.

**COCKINESS:** When your preparation and self awareness is less than your will to win. You'll experience failure.

**SERVICE:** A 'billable' commodity that equates to the perception that your expertise is greater than its cost.

**SERVANT:** A dispensable provider of information who is usually not fundamental to the perception of value, nor necessarily a component in the purchase decision. Has the knowledge but lacks resolve to conclude.

**EGO:** A necessary but volatile ingredient that; at its best or worst, makes you memorable; for better or worse.

**PRIDE:** When self awareness stabilises the ego to ensure being remembered happens for the right reasons.

**EXPERIENCE:** The evolution of your knowledge and its application. The question is; evolution or stagnation? The answer is to adopt a student mentality rather than ever to believe you know enough. Green = grow.

**COMPLACENCY:** The mistaken belief that you've achieved enough. One step away from apathy. Ripe = rot.

**REPUTATION:** As a car's headlights herald its approach, so our reputation heralds ours. It's forged by the choices you make on your worst day more than on your best. Being desperate always challenges it.

**CLASS:** Does not require wealth (many famous people have enormous wealth but little class) and is the unspoken dignified grace that quiet confidence provides. The fringe benefit is that it makes you unforgettable. It overshadows knowledge as a tool to be initially impressive, eventually persuasive and ultimately a role model. More than any other factor, class will distinguish an individual from the mainstream to mutual value. It's damn important which is why this definition commanded nearly five lines.

**FAILURE:** Everyone's rite of passage. It shouldn't be feared. Rather it's a necessary rudder on your journey.

**CONSCIENCE:** The insurance policy your character cashes in when you're tested. The more desperate the situation the greater the test and the more lingering the aftermath if your character fails you.

**DISCIPLINE:** Your recipe for success. Add 5 parts practice, 5 parts conscience. a touch of courage, a thick skin, some hunger ( don't overdo this) a dollop of self esteem. a large pinch of respect and a smidgeon of personality. Stir well, do not allow to stand - serve it while it's hot. A side order of empathy is recommended.

**FAITH:** Not necessarily just about religion. Faith is a "mindset of certainty" which, when evident in another, encourages confidence, goodwill and respect. It's best displayed with deeds rather than merely with words

**INTEGRITY:** The unspoken standard of consistency that your conscience plays in the words that you choose to say and the actions that you choose to do. As standards are compromised, so too is integrity. Beware of those who love to tell you about how much integrity they have.

**PERSONALITY:** The daily choice you make to portray previews of your prevailing mood and a window to your core character. The choice becomes habitual and eventually cultivates character; so choose wisely.

**K.P.I's:** The yardsticks allocated to your outcomes by people who've sometimes never done what you do.

**BENCHMARKS:** A bit the same as K.P.I's and only a concern if you're **not** the benchmark. Don't chase them because you are restricting your potential to what someone else has already done. Be them instead.

**WISDOM:** The ability to use acquired knowledge and dispense authority in a way that factors in fairness, relevance and uncompromised standards. It's an insurance policy against being regarded as redundant.

Author Jim Collins wrote that "good is the enemy of great!" No one wins a Grand Prix on cruise control. No one wins a VC or a Purple Heart at boot camp. Nobody breaks a world record or wins Olympic Gold without a degree of discomfort and the greater the prize or the more at stake; the greater the discomfort. So, the rule is simple - nothing special happens when you're comfortable.

YOUR BODY WILL GO WHERE YOUR MIND TAKES IT