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**Your Future  
Your Success**



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## Your Future Your Success



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We chose not to depict success with the proverbial crystal ball, but with the images of the techno world. Robots if that's the terms you would prefer to use.

To quote a well known phrase, "The old things will pass away, all things will become new." Remember the 8 track stereo. It was popular just a few years ago - well within our lifetime. How many of you remember the first fax, the first cell phone. All introduced not that long ago.

And new developments are being introduced at a faster pace now than ever before in the history of the world. If you think you are going to be able to keep up. Start to question your thoughts. Tomorrow's world is going to be so much different than the world as it is today that even the most successful adaptors to change will be hard pressed to fathom it all.

This magazine just touches the surface of the future and what success will look like in its new clothes.

Success Magazine has been Successful in making the Profit's list of Canada's Top 50 Emerging Growth Companies two years in a row.



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# Future Trends:

By: Ronn Machio

## Predicting Success

Predicting the future of business has always been a challenging task. From novices to experts, CEO's, investment bankers, analysts, professors and investors, we have all tried to predict where a stock or company is headed. I personally do this on a day to day basis because it is part of my job. While we rely on experts to do this for us, the analysts, CEOs, investment bankers, stockbrokers, friends, family members, and even the occasional crystal ball, there is no guarantee that their predictions will come true. I have compiled a few colossal failures and some that were just mere hiccups from some famous people. Please enjoy.

1 "The concept is interesting and well formed, but in order to earn better than a 'C', the idea must be feasible." --A Yale university management professor in response to Fred Smith's paper proposing overnight delivery service. (Smith founded FedEx corp.)

2 "There is no reason anyone would want a computer in their home." --Ken Olson, president and founder of Digital Equipment Corp., 1977

3 "I think there is a world market for maybe five computers." --Thomas Watson, chairman of IBM, 1943

4 "We went to Hewlett-Packard and they said we don't need you, you haven't even graduated from college yet." --Apple founder, Steve Jobs on trying to get Hewlett interested in his and Steve Wozniak's personal computer.

5 "Stocks have reached what looks like a permanently high plateau." -- Irving Fisher, Professor of Economics, Yale University, 1929.

6 "These Google guys, they want to be billionaires and rock stars and go to conferences and all that. I don't think they will be around running the company in two to three years." ---Bill Gates in 2003

7 In February 2005, Microsoft unveils a new version of MSN search, developed at a cost of \$100 million, in an attempt to take market share from Google. MSN's share of Internet search traffic promptly drops by a full percentage point.

8 In 2005, H&R Block announces a review of its recent financial statements, estimating it will find discrepancies in its favor of about \$19 million. Two months later it reveals that the review found \$77 million in errors--in the other direction. The company explains that it had "insufficient resources" to identify and report complex transactions in its corporate tax accounting.

9 After complaints from animal-rights activists, Kraft Foods deletes an online animation for its Trolli Road Kill Gummi Candy that features animals amusingly caught in car headlights. The fruit-flavored Trolli candy, which comes in the shapes of squished snakes, squirrels, and chickens, is later discontinued.

10 "The effect of Disney and Pixar guessing wrong on this was actually not giant." --Pixar CEO Steve Jobs, defending overly optimistic DVD sales forecasts. The animated-film studio sees second-quarter earnings drop 66 percent.

11 Ex-Tyco CEO Dennis Kozlowski receives 8-25 years in prison for mis-using company funds. A few of the things he did with company dollar: spent 2 million on his ex-wife's birthday party on an Italian island, and a \$6000 shower curtain.

12 "Everyday for six years we've been shucking and jiving for the amusement of a bunch of retards and you say we're not suffering enough?" --Suck.com last post on its website after receiving millions of dollars in funding from investors and Venture funds and then going belly up.

13 In a press release, Gradient writes that this case "is about the rights of investors to obtain information enabling them to make better

investment decisions. Gradient will not be intimidated by those who don't like our opinions and who want to strangle any and all negative comments with contentious litigation..." This is after [overstock.com](http://www.overstock.com) sues Gradient for an independent research firm that it conspired to drive down its stock. Over the course of 2005, [Overstock.com](http://www.Overstock.com) CEO Patrick Byrne issued pronouncements about short-sellers who were driving the company's stock into the ground. After listening to an Overstock conference call with investors in August, Dallas Mavericks owner Mark Cuban posted to his blog a list of the topics Byrne covered: "Miscreants; an unnamed Sith Lord he hoped the feds would bury under a prison; gay bath houses; whether he was gay, does cocaine, both, or neither; phone taps; phone lines misdirected to

Mexico; arrested reporters; payoffs; conspiracies; crooks; egomaniacs; fools; paranoia; which newspapers are skills and for who; money laundering; his Irish temper; false identities; threats; intimidation; and private investigators. All in 61 minutes." Cuban then short-sells 10,000 shares of Overstock.

14 Polaroid is sold to the Peters group after 3 years in bankruptcy. Chairman Jacques Nasser walks away with \$12.8 million, CEO J. Michael Pockock gets \$8.5 million, meanwhile retirees lose their medical and life insurance benefits and only receive one time checks of \$47.

While these are but a few of the really funny mistakes made by our "experts", you can imagine if you were an investor or worked in the companies at the time when these events occurred. The results would have been really disastrous for you because we all know that those who suffer when company's management make the wrong assumptions about their future and the industries they compete in, is the investors, employees and retirees. So I urge you, if you are letting that ("expert") broker, investment banker, or Uncle Fred make a gamble about the future of your investments/nest egg/ career/ job, do your due diligence and make sure you have all the information available to you before you make that decision. It is after all your future, isn't it?

Ronn Machio is the creator of the Early Warning Manual A step by step strategy guide that helps investors prevent portfolio losses by learning how to anticipate market trends and future direction of any company. Anticipating future direction of your own company will save your career/ job <http://www.earlywarningmanual.com/futurescenarios.html>

# Grasp Your Own Future

by Peter Jager

You'll see it when you believe it! That might sound like a snippet from some corny motivational keynote presentation, but never-the-less it contains more than just a few grains of truth. Sometimes building the future requires nothing more than simply believing it will happen. It's called a self fulfilling prophecy or the Pygmalion effect.

Perhaps the best example is a run on a bank. If enough people believe a bank is going to fail, then it fails. A bank is a fragile economical balancing act; supported primarily by the blind trust of the depositors. Remove that trust and it collapses under the weight of massed withdrawal slips.

To bring down a modern bank, all you need is a willing partner in the global media. A few well planted contradictory rumors, an earful of sound bites, a video clip of a crowd of people storming a bank... and of course, a handful of less than convincing denials from bank and government officials, and you have the makings of a financial disaster. Start the campaign at the beginning of the weekend, let boil until the opening bell on Monday; sit back and watch the future unfold.

Of course, if you can make things fall, you can also make things fly. The DOT.COM fiasco was an

example of far too many people believing that there was an easy way to get rich. The result? Stock prices soar for a while, and then finally the bubble bursts. If you got out early then you cleaned up. If you got out late then you got cleaned out.

The DOT.COM example is a good one, not because it is a good example of a self fulfilling prophecy, but because its failure highlights the internal details of how a self fulfilling prophecy works.

The behavior of the believers must create a positive feedback loop that by itself creates the future event.

e.g. If you believed the DOT.COM prophecy of a new economy (money out of nothing) then you could drive the stock prices through the roof, but that behavior could not by itself, generate the prophesied profits. Sooner or later there's no one willing to pay more for the stock than you paid for it because the companies aren't making what they said they would... and the prices start to fall.

Better examples of positive self fulfilling prophecies are those explored in 1957 by Robert Merton, a professor of sociology at Columbia University. In his book 'Social Theory and Social Structure', he explained how when teachers were told that a particular set of students had a high IQ, they were treated as 'good students' and their marks increased. When the teachers were told that other students had a low IQ, then their marks decreased.

In both cases, the teachers modified their behavior towards the students. They praised the 'good' ones and did not 'waste time' with those with the alleged low IQs. Those who were praised naturally did their best to repeat the praise, and those who had less teacher attention did not learn as well. Merton said the phenomenon occurs when "a false definition of the situation evokes a new behavior which makes the original false conception come true."

Of course, there's a flip side to all of this. Equally valid is the concept of a self defeating prophecy. A prediction that ensures, by the behavior it generates, it will not come true. The strident cry of, "Johnny! Stop running with that stick in your hand, or you'll put your eye out!" is familiar to any child, or parent. At first glance, the purpose of the warning is to make you believe that running with sharp sticks will have dire consequences. The intent however is to get you to stop running... and to avoid the consequences. It's all a matter of belief.

Self fulfilling prophecies are both handy tools and insidious traps. Used properly, the self reinforcing behavioral loops can generate desirable results, but those same loops can keep a person with depression from getting out of bed in the morning, and the next morning, and the one after that. We inadvertently create the futures we believe are predestined.

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# Your Future is in your Goals

by Dr. Donald E. Wetmore

So how to meet them:

1. Quantify it. Sometimes we are just too vague about what we want. Therefore, a resolution such as, "I want to lose weight this year" will probably fail. It is too vague. How much weight? Be specific. What would your ideal weight be, less what do you weigh now, is what you are going after. It is not enough to resolve that; "I want enough money in the bank this year". Quantify. What specific amount would soothe your soul?

2. Set a deadline.

Resolutions that are to be achieved "as soon as possible" wind up in the heap of "Someday I'll". Deadlines are commitments. Without a deadline as a self-imposed pressure point, getting started is easily postponed. You see, deadlines put us on the line and define when failure occurs. Deadlines also help us to break the resolution down into little bite-sized pieces. For example, if your goal is to lose 25 pounds by June 30, that translates into approximately

4 pounds per month, one pound per week, or a daily reduction of caloric intake (or an increase in daily caloric burn) of just 500 calories per day. Now that's manageable. 500 calories a day is easy to achieve. 25 pounds seems like a leap across the Grand Canyon. Until we quantify our goal, set a deadline, then break it down to its daily requirements, the resolution will forever seem unattainable.

2

3. Change one or two things at a time. We generally do not like change in the first place. We seek the familiar and avoid the strange. The more change you put yourself through, the higher the probability your campaign will collapse. Focus in on one or two of the more important resolutions you seek to accomplish this year. When you achieve one or the other, start on the next one. Don't overwhelm yourself with too much change all at once.

4. Be realistic. There's just something about the start of a new year that gets us all wound up for changes in our lives, sometimes extraordinary and unrealistic changes. We become much like the child in the candy store whose eyes are bigger than his stomach. Be realistic. You can only accomplish a certain amount within a period of time. Don't saddle yourself with unrealistic resolutions that will only spell failure later on.

4

Dr. Donald E. Wetmore is a former realtor and presently a professional speaker with Productivity Institute & Time Management Seminars <http://www.balancetime.com>

# Your Past and Present Can Determine Your Future

By: Michael Lee

Did you know that your past, future, and present can affect directly or indirectly your outlook in life?

## THE PAST

Have you ever done something that is so regrettable you couldn't forgive yourself? Have you ever made a mistake that up to the present time you're still blaming yourself? Are you still torturing yourself with the thought that only if you could've done it differently, you'd be living a much better life right now?

Good news for you! You don't have to keep this burden in your heart for as long as you live. Release it. Set yourself free.

If you keep bad memories, you're depriving yourself of good mental and emotional health. You're making yourself a prisoner of the past. This will adversely affect your capacity to act at the present moment. You will not be able to think clearly and you will lose your focus if you are still lingering in the shadows of your dark past.

No matter what you do, you couldn't reverse or otherwise change history. So let bygones be bygones. Why worry about something you have no control of?

Let go of the past, but keep the LESSONS. Whatever lesson you've learned will be of utmost importance to the fulfillment of your goals in the future. These lessons are your mentors that may sometimes teach you the hard way; but nevertheless, success comes to those who are willing to take the risk and pay the price for their actions.

And what about the successes you had in the past? How did you feel when you accomplished something exceptional? It felt great didn't it?

Well then, use these past experiences in your present endeavors to encourage you and to motivate you. These memorable experiences will bring a positive aura of enthusiasm and will remind you that you have the power to achieve anything with the right attitude.

Recall these affirmative memories in everything that you do and you will see amazing results in all your undertakings.

## THE FUTURE

Now how can the future influence your success if it hasn't occurred yet? The answer is simple.

Your burning passion to attain your ideal life in the future will become the motivating factor that will prod and push you to take the essential steps at the present moment.

Conceive your future in the most vivid and comprehensive way possible. For instance, if you want to get rich, then take into consideration: 1) How much money you desire to make; when you intend to get there; and your action plan to have that exact amount by your target date; 2) The vision of your lifestyle when you've attained the money, like the people you are in contact with; the activities you are engaging in the food you are eating; the places you are visiting...Well, you get the picture.

These are the guiding forces that will chart the right path to your intended destination. If you envision yourself as having attained them and focus all your efforts regardless of the impending obstacles ahead, then your inner power will release the right kind of energy that will enable you to do nearly anything in pursuit of your desired end.

## THE PRESENT

The present moment is the time to ACT. Ready or not, you must do some action now! Mistakes will be made, but you could always revise them.

Put procrastination aside. One delay or excuse will generate a chain reaction of more postponements and alibis that will never end. Before you know it, open opportunities have already passed you by.

Never let fear get in your way. Some people are struck by the threats of failures, setbacks, or criticisms. What they don't realize is that the majority of successful people had to pass through "the eye of the needle" in order to get where they are now.

Act intelligently. Use your past mistakes as guides to avoid future blunders. Let the vision of your ideal life in the future compel you to carry out your plans and catapult you to reach your deepest desires.

*Michael Lee is a Certified Public Accountant. He has written a Free report entitled "7 Extremely Powerful Steps To Get What You Want." Send a blank email to: [powersteps@freeautobot.com](mailto:powersteps@freeautobot.com) or [teenslee@edsamail.com.ph](mailto:teenslee@edsamail.com.ph)*

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# Define Your Success

# Define Your Future

By: **Dr. Robert Eubanks**

## Q: Are you a success?

A: It's all in how you define the word! An American investment banker was at the pier of a small coastal Mexican Village when a small boat with just one fisherman docked.

Inside the boat were several large yellow fin tuna. The banker complimented Miguel, the Mexican, on the quality of his fish and asked how long it took to catch them. Miguel replied that it took only a little while.

The banker then asked why he didn't stay out longer and catch more fish. Miguel said he had enough to support his family's immediate needs. The banker then asked, "But what do you do with the rest of your time?"

Miguel said, "I sleep late, fish a little, play with my children, take siesta with my wife, Maria, stroll into the village each evening where I sip wine and play guitar with my amigos. I have a full and busy life, señor."

The banker scoffed, "I am a Harvard MBA and could help you. You should spend more time fishing and, with the proceeds, buy a bigger boat. With the proceeds from the bigger boat you could buy several boats. Eventually you would have a fleet of fishing boats. "Instead of selling your catch to a middleman you would sell directly to the processor, eventually opening your own cannery. You would control the product, processing and distribution. You would need to leave this small

coastal fishing village and move to Mexico City, then LA and eventually NYC where you will run your expanding enterprise."

Miguel asked, "But señor, how long will this all take?"

To which the banker replied, "15-20 years."

"But what then, señor?"

The banker laughed and said "That's the best part. When the time is right you would announce a public listing and sell your company stock to the public and become very rich. You would make millions."

"Millions, señor? Then what?"

The banker said, "Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take a siesta with your wife, stroll to the village in the evenings, where you could sip wine and play your guitar with your amigos."

What is your definition of success and how are you getting there?

As the story of Miguel so eloquently illustrates, life success is so closely tied to our values and the way that we want to live our lives. We can easily lose

direction and what is truly important to us by being drawn to what success means to other people, ideologies, or pop culture. Being clear on what success means to you and how you are working toward it is EVERYTHING!

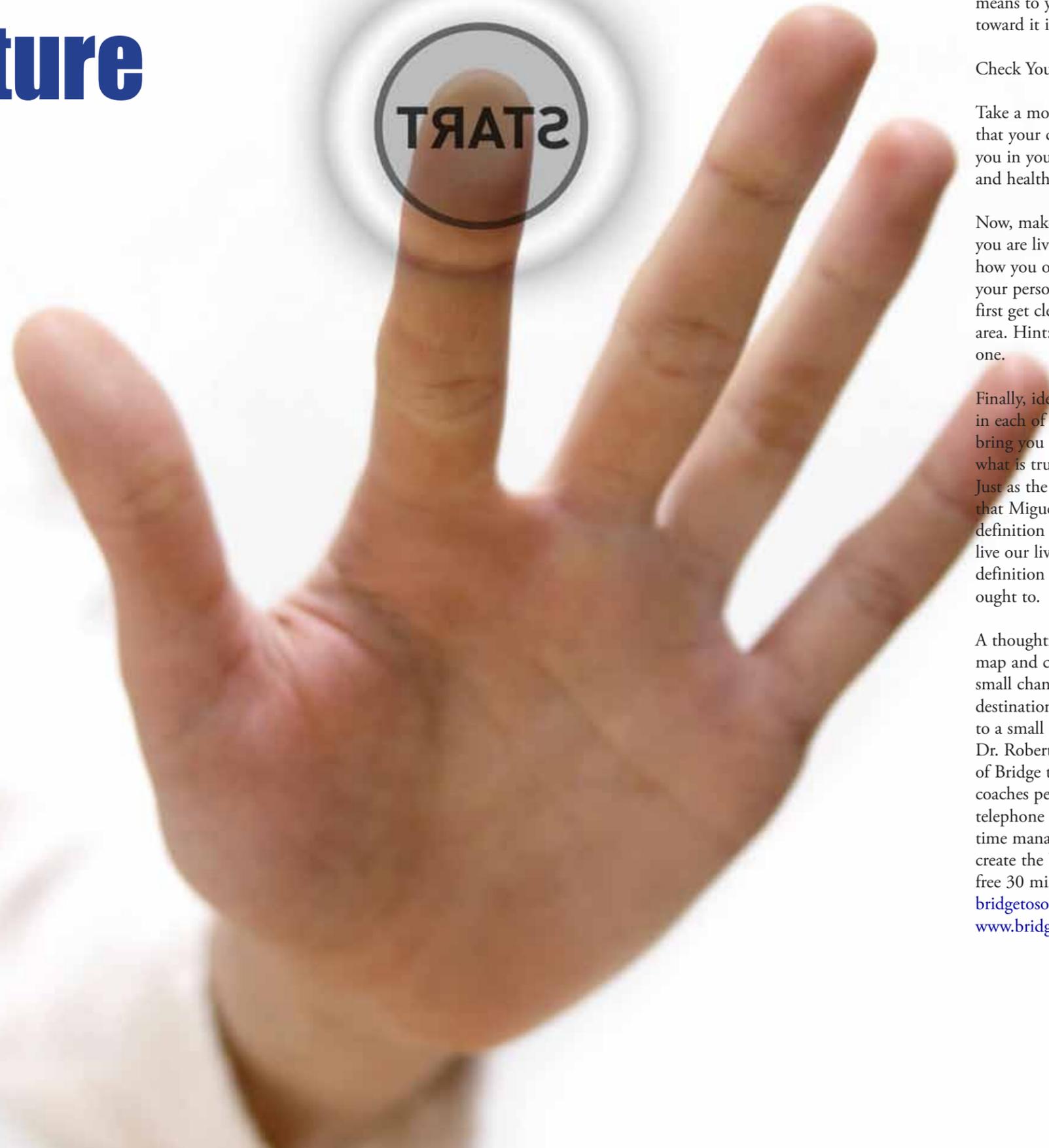
## Check Yourself

Take a moment to ponder the direction that your current choices are leading you in your life, career, relationships, and health.

Now, make sure you are clear that how you are living in relation to each area is how you ought to be living according to your personal values. You may need to first get clear about your values in each area. Hint: grab a pen and paper for this one.

Finally, identify one step you could take in each of the four areas that would bring you closer, or more fully into, what is truly successful in these areas. Just as the investment banker believed that Miguel should live by the banker's definition of success, so do we often live our lives by a completely different definition of success than we truly ought to.

A thoughtful check of your internal map and compass could start small changes that can take you to destinations as different as Wall Street is to a small fishing village in Mexico! Dr. Robert A. Eubanks is the founder of Bridge to Solutions Coaching. He coaches people around the country via telephone to improve organization, time management, goal setting and to create the best darn life possible! For a free 30 minute coaching session, e-mail [bridgetosolutions@yahoo.com](mailto:bridgetosolutions@yahoo.com) or visit [www.bridgetosolutions.com](http://www.bridgetosolutions.com).



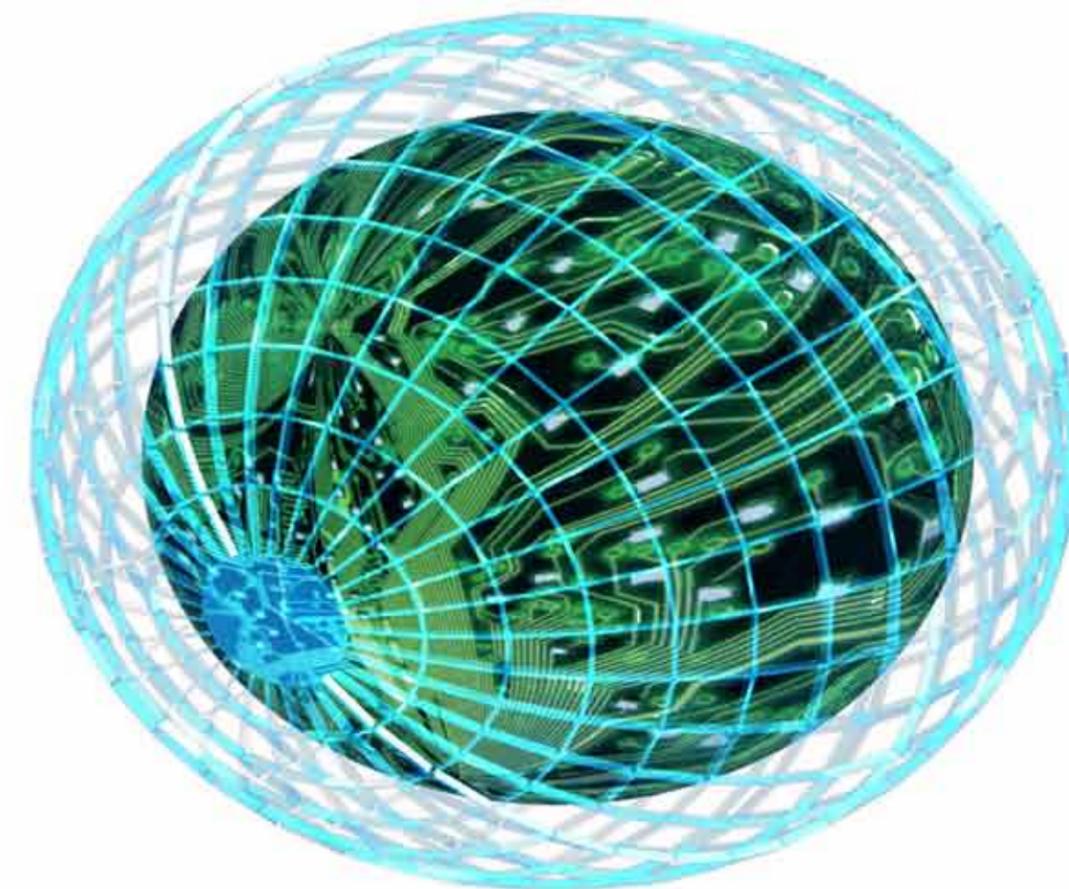
# Project A Successful Future From Past Successes

One of the exercises that I have many clients do is list out all the successes they've had in life. I ask them to start with early childhood and list everything they can remember being successful at. One of my clients recently gave the assignment to his girlfriend. She asked me afterwards what the point was. She hadn't found it very useful.

What I told her is that I've found that this exercise serves two important services. First, it's a self esteem booster. Most people don't realize how many successes they've had in their lives until they write them down. Some express surprise and sometimes modesty when sharing their successes. I'd recommend this exercise just for this boost alone, but the second reason for doing this is even more valuable. Success leaves clues behind.

When I ask a client to list their successes, it's usually because they are stuck in some area of their business. They've tried several strategies to get unstuck and nothing has worked. When we take some of their major successes and analyze them, we find patterns. I ask them how they accomplished major tasks. What methodology did they use?

What we typically find is that they have a natural success style. For some people this is setting a goal and creating a detailed plan to meet that goal. For others it's just jumping in and doing whatever it takes to make it work. Others might just go with the flow and do what appears easy or exciting. One client set a small goal and met it. Then he set higher and higher goals meeting each one before he moved on to the



By: **Michael Clark**

next. It ended with four consecutive world championships.

So if you are finding yourself stuck in trying to accomplish a task in your business, stop right now and list out your successes. Start from being born—it's not easy to get out and start breathing. Move through your entire life and write down every success you can remember. You might have things like starring in a school play,

completing a century on your bicycle, getting an A in a difficult subject. Make sure you cover graduations, college degrees, advanced trainings. Don't limit it to just work related or school related successes. Make sure you include the things you most enjoyed succeeding at.

Once you have the list, go through and pick two or three major ones and analyze them. What did you do to succeed? How did you feel? Were you

afraid beforehand? If you were, how did you cope with or minimize the fear? Did you do a lot of planning? Did you jump right in? Were you alone or did you have help? Find the reasons you succeeded.

Now look for a pattern. I did this recently because I was really struggling to get my business going strongly. The exercise revealed that many of my

successes came when I had a structured environment with a lot of creative activities. I realized that I needed more structure in my business. I had plenty of creative time. So I found a friend that I can do weekly check-ins with that holds me accountable for my actions. Each week I share with him my goals or homework for the next week. Then when we meet I share how well I met the goal. This is making a huge

difference in the success of my business. Try mapping your past successes and watch as it makes a huge difference in your current success.

*Business expert Michael Clark has been helping businesses including Fortune 500 companies such as IBM and Cellular One succeed for over 20 years. Michael is an authority on getting business owners out of overwhelm and getting the most out of their businesses. Get more business success ideas at <http://biznbeyond.com>.*



# Choose Your Thoughts Choose Your Future

by Jim Clemmer

“A little kingdom I possess,  
Where thoughts and feelings dwell;  
And very hard the task I find  
Of governing it well.” *Louisa May Alcott, My Kingdom*

A wise old sage hosted a dinner. Toward the end of the meal, everyone was given fortune cookies and told that they're holding their future in their hands. The guests eagerly opened them to read the words of wisdom they contained. The paper slips inside each cookie were blank.

“Is this a joke?” they asked. “Is our fortune so bleak or so full of emptiness?” “That’s up to each of you. The choice is yours.” the sage replied. “Many people are eager to have soothsayers predict their future. Fewer are willing to take responsibility for writing their own fortune. Your future is a blank sheet of paper waiting for you to create what is to come.”

In her eighth grade project “Getting to Know Me,” our daughter Jenn was asked to outline her personal philosophy. Here’s how she described the process of choosing our thoughts and choosing our future, “if you believe you have a good future you probably do if you stick to your beliefs and try your best. If you believe you are going to be a failure well then you probably will be one. See it all works in a cycle you believe you succeed or you bail you fail.”

The theme of choosing our thoughts and choosing our future is a timeless leadership principle that echoes

through the ages. Marcus Aurelius, the second century philosopher and Roman emperor who wrote the classic *Meditations*, said simply, “our life is what our thoughts make it.” In the sixteenth century, William Shakespeare observed, “there’s nothing good or bad but thinking makes it so.” In his nineteenth century *Journals*, Ralph Waldo Emerson wrote, “life consists of what a man is thinking of all day.” In 1871 Charles Darwin wrote, “the highest possible stage in moral culture is when we recognize that we ought to control our thoughts.” Core truths are regularly rediscovered and restated for their time. At the dawn of the twentieth century, William James, the American philosopher and “father of modern psychology” declared, “the greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind.”

In computer programming, “source code” are human-readable statements which are translated into a machine code that computers can read. Computers then execute or act upon these instructions. The beginning point of all our choices is our own thoughts. This is our personal source code that we execute or translate into action. Our thoughts set our programming instructions.

If we continue to think like we’ve always thought, we’ll continue to get what we’ve always got. Our daily thought choices translate into our daily actions. Our actions accumulate into our habits. Our habits form our character. Our characters attract our circumstances. Our circumstances determine our future...Taking responsibility for our choices starts with choosing our thoughts.

Excerpted from Jim’s fourth bestseller, *Growing the Distance: Timeless Principles for Personal, Career, and Family Success*. View the book’s unique format and content, Introduction and Chapter One, and feedback showing why nearly 100,000 copies are now in print at [www.growingthedistance.com](http://www.growingthedistance.com). Jim’s new companion book to *Growing the Distance* is *The Leader’s Digest: Timeless Principles for Team and Organization Success*. Jim Clemmer is an internationally acclaimed keynote speaker, workshop/retreat leader, and management team developer on leadership, change, customer focus, culture, teams, and personal growth. His web site is [www.clemmer.net](http://www.clemmer.net).

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