PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

# Model Yourself After the Best Individuals, Who Have Proven Their Success Over Time

*If you want to become or stay the best, you must know more than what your competitors are up to*

by **Denis Waitley**

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Do this by benchmarking the world's most admired organizations and people in and out of your industry. Hewlett-Packard sends teams of two to four managers to meet with peers in other companies. After exchanging ideas about leadership and organizational practices, the benchmarking teams exchange comments. If you want to become or stay the best, you must know more than what your competitors are up to.

> ***You must know the best business practices, wherever they exist.***

It's a good idea to read business magazines to keep current on what the real movers and shakers are doing globally.

***Action Idea:*** This month, read a biography of someone you admire who has overcome great hurdles to become successful. When you learn what many of them had to endure, you are less overwhelmed by the obstacles you face. Every hardship you face has been endured and conquered by someone before you.

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**Denis Waitley** is one of America's most respected and beloved authors, keynote lecturers and productivity consultants on high performance human achievement. He has inspired, informed, challenged and entertained audiences for over 25 years from the boardrooms of multi-national corporations to the control rooms of NASA's space program. Denis has been voted business speaker of the year by the Sales and Marketing Executives' Association and by Toastmasters' International and inducted into the International Speakers' Hall of Fame.

With over 10 million audio programs sold in 14 languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best selling program on self-mastery. To order this Best-Seller or his newest release, *The Platinum Collection* and to subscribe to the free Denis Waitley Weekly E-zine visit his website here: DenisWaitley.com