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The Five Principles of Performance

Zig explores the relationship between success and performance

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Much of success is about performance. It's about what we do and what we are able to inspire others to do. There are some simple performance principles I have learned in my life, and I want to share them with you. They really bring success, and what it takes to be successful, into sharp focus. They are also the basis for developing and maintaining an expectation of success.

The Five Principles of Performance

1. We generally get from ourselves and others what we expect. It is a huge fact that you will either live up or down to your own expectations. If you expect to lose, you will. If you expect to be average, you will be average. If you expect to feel bad, you probably will. If you expect to feel great, nothing will slow you down. And what is true for you is true for others. Your expectations for others will become what they deliver and achieve. As Gandhi said, "Be the change you wish to see in the world."

2. The difference between good and excellent companies is training.

The only thing worse than training employees and losing them is to not train them and keep them! A football team would not be very successful if they did not train, practice, and prepare for their opponents. When you think of training as practice and preparation, it makes you wonder how businesses survive that do not make significant training investments in their people.

Actually, companies that do not train their people and invest in their ability don't last. They operate from a competitive disadvantage and are eventually gobbled up and defeated in the marketplace. If you want to improve and move from good to excellent, a good training strategy will be the key to success.

3. You find what you look for in life. If you look for the good things in life, you will find them. If you look for opportunities to grow and prosper, you will find them. If you look for positive, enthusiastic friends and associates who will support you, you will find them. On the other hand, if you look for ways to cheat, you will cheat. If you look for ways to justify leaving your spouse, you will find them. If you look for justifiable reasons to hold a grudge against another person, you will find those, too. It is a natural tendency of us all to look for things that will justify what we think we need or want. If you are not living by the foundation stones of honesty, character, integrity, faith, love, and loyalty, you will be drawn to seeking selfish gratification, and that leads to misery and unfulfilled dreams. Whatever you have will never be enough. Always look for the good and for ways to help others.

4. Never make a promise without a plan. Far too many people make promises they can never keep. They may have the best intentions in the world to keep their promise, but if they have not made a plan to keep it, they will not be able to do it. Business leaders who make promises to their employees will not honor them if they do not create a plan on how the promises will be kept. If you make a future commitment, you must understand and be willing to do whatever it takes to complete that commitment. One of the reasons marriage commitments fail so frequently is because the husband and wife do not understand what it takes to have a great marriage. They do not plan for or understand the sacrifices each must make for the other to enable a long-lasting relationship.

5. Happiness, joy, and gratitude are universal if we know what to look for. I believe you can have everything in life you want if you will just help enough other people get what they want. All people want happiness and joy in their life, but you have to know what produces real happiness and how to do the things that produce it. The moment you begin to worry about the things you want and the things you don't have in life is the moment you will lose your gratitude for what you actually have. If you are ungrateful, you will never be satisfied or content or joyful about your life. The greatest source of happiness is the ability to be grateful at all times.
The Right Attitude

Obviously, the right attitude to expect the best in your life is a positive attitude. But I want to be very clear that the kind of positive attitude I describe is not one that is contrived or falsely manufactured to impress or manipulate others.

The positive attitude I talk about is one that you are filled with, and when you are jostled, it just spills out! What I'm saying is that a genuinely positive attitude is part of who you are at your core.

If you have a bad attitude, it is a reflection of who you are, as well. It's a "heart condition," and to get rid of that bad attitude, you need a change of heart. I would be remiss if I did not encourage you by saying that God is the most amazing heart surgeon available to us all. He does not just repair a bad heart; He can give you a new one that your body will not reject. The new heart He provides will produce love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control in your life. When you have those characteristics and qualities in your life, you will be rightfully positioned to know beyond a shadow of a doubt that you are truly [born to win](#).



Zig Ziglar is known as America's Motivator. He is best known for his inspirational messages of hope through his 28 books and numerous audio and video recordings. To be inspired visit his website at <http://www.ziglar.com>

Based on the principles of founder, Zig Ziglar, the Ziglar Way conveys powerful life improvement messages that transcend barriers of age, culture and occupation. Delivered through personal development training and corporate training programs, the Ziglar Way has impacted more than a quarter of a

billion lives.

The Ziglar Way—a philosophy is born

The personal and professional development strategies you discover through Ziglar are all built on or related to a basic philosophy. A philosophy developed by Zig Ziglar more than 50 years ago.

A World War II veteran who grew up poor in Yazoo City, Mississippi, Zig worked in a succession of sales companies early in life. As his sales skills grew so did his interest in motivational speaking. During speeches, his messages of hope, encouragement and faith showcased his way of life—forming the Ziglar Way.

How the Ziglar Way makes a difference

Taking action, common sense, fairness, commitment and integrity form the basis for this way of life. And when you live by this philosophy you'll live a balanced life while achieving significance at both work and home.

All Ziglar programs focus on these key items - old and new. That's why Ziglar programs from the past continually change lives while newly developed personal and corporate training programs at Ziglar remain consistent with this basic philosophy.