

Warrior Mindset & Business... Is The "Success Formula"

I bet you are wondering what the the heck is the "Warrior Mindset" and how does it have anything to do with Business. Join the club because most people don't know what it is and how this can drive "Success" in their business.

As you might imagine it has something to do with learning from the past, the obvious hint being "Warrior". Many of you will have heard of "Sun Tzu - The Art Of War And Management", which has become a modern day classic on strategy and how to manage your business against competitors, deal with customers, employees and be successful in business.

These guidelines related to business now are based on the principles used by warriors hundreds of years ago in Asia. These guidelines are based on the principles taught even today in Martial Arts around the world. Over the centuries the true understanding and meaning of these principles has been forgotten, lost or thought to no longer apply to the way we live now..and as a result just don't work in industry and business today.

The challenge is not that these principles no longer apply but that people have forgotten how to "Stop, Look & Listen" to "Learn". There is a glut of information coming from television, newspapers, magazines and of course the internet and this is being confused as being knowledge. As I have often seen and experienced during my training in Martial Arts having information only is a poor substitute for knowledge; knowledge without understanding and action achieves nothing. This is where 95% of people are without having the passion in what they believe a clear purpose and focus and finally the persistence and discipline to see things through.

Success through discipline in training can be directly applied to business, personal or professional outcomes. These principles I believe apply equally as well to any situation you will come across in your life ...so what are the principles?

Principles = Foundations

They are the building blocks from which you can develop a response to any situation...this is not information! Information needs to become knowledge to be useful. Knowledge are "Guidelines" that need to be interpreted...for the situation

The principles are found in what are known as "**Kata**" in Martial Arts, they are a series of movements that were in many cases developed hundreds of years ago..and incorporated the secrets of the Masters...they were critical to survival in an era when only the strong survived.

The fundamentals of these principles when understood can be used in business... here are "**The TOP 10**":

1. **People** - We are dealing with people...they are "The Business"
2. **Position** – find the "Need" and the "Niche"
3. **No wasted movements** – Plan your roadmap to success
4. **Awareness** – Of the market and competitors... "Move First"
5. **Flexibility** – Move and respond to the market needs

6. **Balance** – Keep focused on Outcomes & Success
7. **Bio Mechanical responses** – “Reaction Responses”
8. **Transitional movements** – The “How” is as important as the “What”
9. **Skill** – Be open to new techniques to gain knowledge & apply it
10. **Action** = “Don’t Try, Just Do!”

Understanding Principles provides the real content and experience gives the perspective of context.

The Common Factor: Is “PEOPLE” that connects the Warrior mindset and business...and looking at this from a business and communication / customer perspective. Not sure whether you believe me on this point...well stay with me and read on a bit more and lets see if you change your opinion!

The “Financial Crises” is making Business tougher now than it has ever been!
No matter where you turn the news is negative and there are a lot of people out there who can only see the “Doom and Gloom”. There is an old Chinese saying the says,, “With Every Change, There Is An Opportunity”, it is up to you what you make of it!

So have you got the right “Mindset” & “Knowledge” to make your business stand out from the crowd?
Are you sure you know what business you are in?...yeah I know I am asking a really stupid question here, just humour me for a minute, because from my experience this is not as clear as you might think.

When ever I ask this question I get we are manufacturer, retailer, wholesaler, logistic, health & fitness company, etc. Is this answering the question?

Let’s try again...So what’s the business you are in?

SERVICE – No matter what you are doing in the end you will have to deal with people to get what you want, in the end “**It Is A PEOPLE Industry**”.

Your revenue is dependant on how many customers you have coming through the door, on the floor, sitting in seats, etc. and how many keep coming back?

What’s Your Biggest Challenge? - Is simply one word –PEOPLE!
What is your “Competitive Position” and makes you stand out from the crowd?
What’s different about you and your business and why should people come to you?

It never ceases to surprise me the number of people who say...oh, yeah that’s easy to answer and then stumble to give an answer that makes sense. The first step is to understand that for you need to have an understanding of what is your customer proposition, and just to make sure we are on the same wavelength:

Customer Proposition : Benefits ≠ Features

(does not equal)

Customer proposition means, what are you offering that is of benefit and “Adds Value” to the customer? Benefits in this case is the old “WIIFM” Factor! Are you or your business different or the same as everybody else, remember:

Differentiation + Value = Success

The biggest challenge for anybody dealing with people and business is that it takes less than 10 seconds for “People” to make a decision... about you!

So what decisions are they making about your business when they come in the front door, call, etc...do you know or just hope?

Business is a “Battle” and it’s the “Warrior” who will come out on top!

Passion + Persistence + Purpose = Success...

these three fundamentals apply to everyone and everything....Paul Mracek

Look out for my next article where we will look at how to:

- Develop “Rapport in 60 Seconds” whether its by phone, email or face-2-face
 - What are the 3 Top Reasons why many businesses and people are struggling
 - What are the symptoms, cause and biggest challenges
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Resource Box:

Mr. Paul Mracek has worked for **over 25 years experience** in Asia, Europe, USA and Australia establishing and building **successful businesses**. Author of several books on success, business, balance and how to apply the “Warrior Mindset”.

Experienced as a Coach, Mentor, Trainer and Consultant supporting both **Businesses & Individuals** who are looking to be at the **Next Level of Performance and Success...Personally or Professionally.**

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