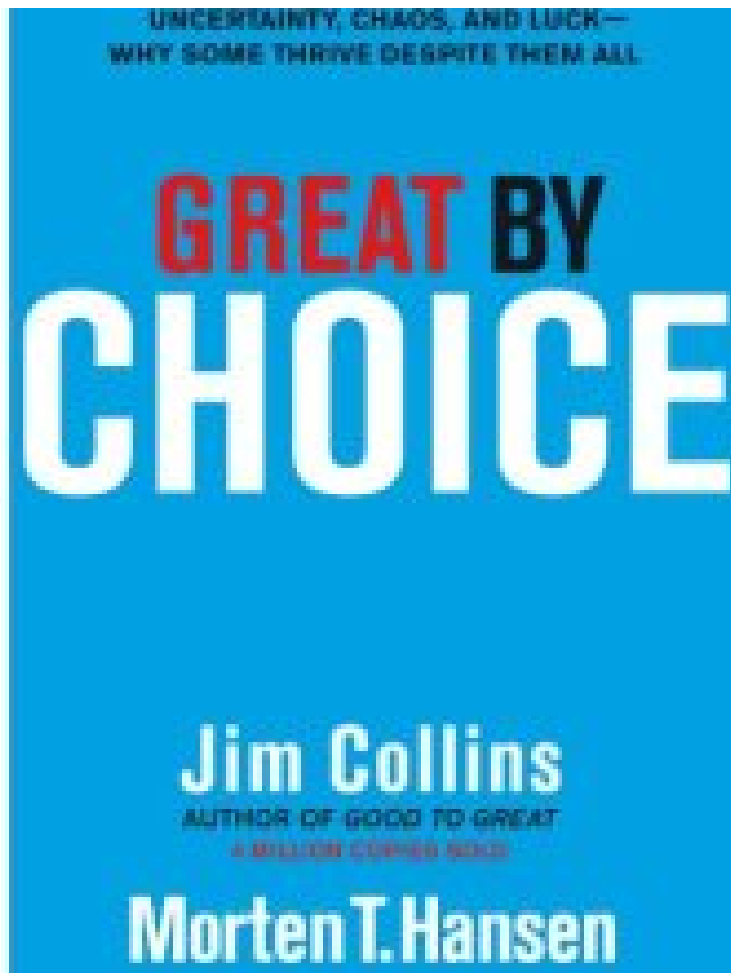


# 3 Keys to Business Greatness!

If you asked me the business authors out there who I think provide the most value, I would have to say [Jim Collins](#) and [Peter Drucker](#). Both of these guys have provided huge insight to the business community on how to run a successful company. Like most businesses, we at Efficiencie are starting the year formulating strategies and goals to make forward progress toward our destination, and reading Collins' and Drucker's material has always been good preparation.

Peter Drucker is legendary and has since passed on. I credit him for giving me the insight in the early '90s to see how the information revolution would provide the future with value and to develop a mutual fund called [IPS Millennium Fund](#) in '95 to participate in this information revolution.

Jim Collins opened my mind to creating a company that had a big vision with a BHAG (Big Hairy Audacious Goal), a heart with a core purpose, and personality with core values. So, when Collins came out with his new book, I was anxious to see the new awareness that would come from his decade long research.



In [Great by Choice](#), Collins and Hansen set up an awareness of how three key areas acted as the common themes in the companies that have dealt with uncertainty, chaos, and luck as well as why some companies thrive despite all this. What they found was very interesting and contradicts common thinking about great companies. They discovered what they call 10Xers (companies that have been beating the marketing and comparison firms by at least 10 times in stock market performance) were **not** more visionary, more bold, more risk taking, more innovative, or more creative than the comparison companies.

They were more of 3 things:

- 1) **More Disciplined**
- 2) **More Empirical**
- 3) **More Paranoid**

This book is very eye opening! When we think of a company that has had great success, we usually assume it has done so with a new break through idea, a new patent, or by taking a big risk that is paying off. However, this was not the case. Of course, to a point, these companies were innovative and creative, but they became really great by finding what works through empirical evidence, testing that out, and then being super disciplined to get it done. They also worried excessively about what was out there that could change the game for them.

I will discuss each in more detail in next week's blog. Happy New Year, and I wish you much success this year being worried about what is coming, gathering evidence that your ideas work, and implementing them with vigorous discipline.

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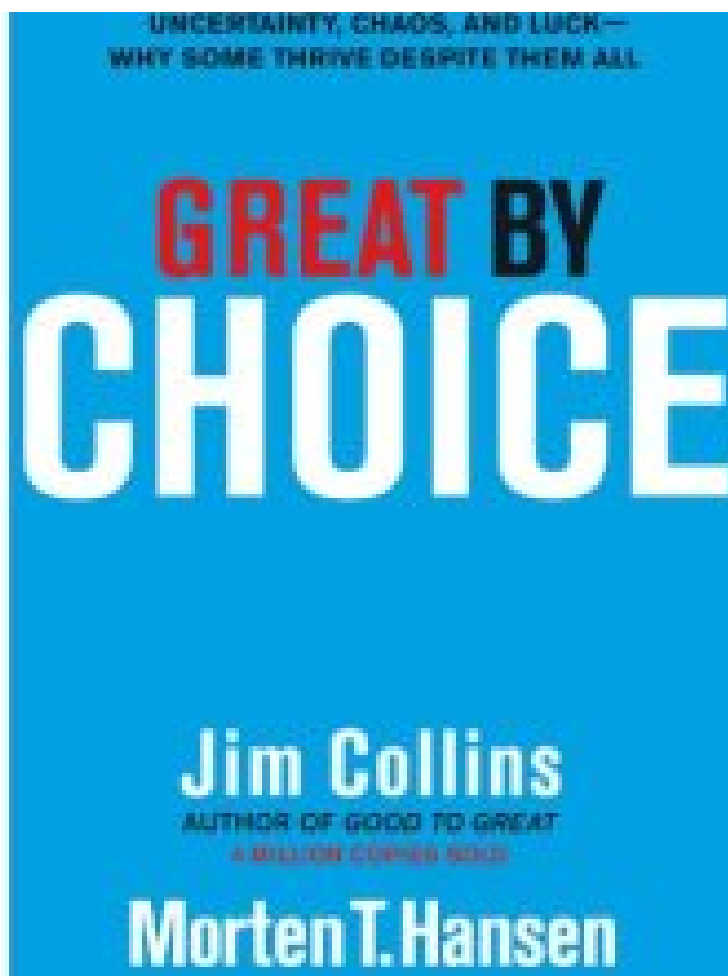
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## **Energizing for the New Year!**

As this year ends like all the ones before it, we strive to go

into the New Year with a fresh outlook and usually one or more resolutions to improve our lives. I often ask others around me about their resolutions and usually find that at least one always has to do with improving health. For an entrepreneur whose world is filled with constant changes, ups, and downs, health and energy are key to pushing forward.

We often hear about how much time we need and how there are never enough hours in a day and so on. We cannot add time. We all have the same number of hours in a day. The level of effort and energy we put into that time can be changed. Much is being written about our need to manage our energy and approach our day and schedule with an energy focus instead of a time focus.



The book [“The Power of Full Engagement”](#) discusses this in great detail. It says, “Managing energy, not time, is the fundamental currency of high performance.” It also emphasizes the importance of having positive energy rituals that are highly specific routines for managing energy. A ritual is a carefully defined, highly structured behavior that is in contrast to will and discipline, thus it requires pushing yourself. A ritual pulls at you.

When we have an energetic lifestyle, it translates into better brain output and greater productivity. This happens the most

for me when I focus my energy on the things that are most important to my work or business. Our brains are made up of about 78% water and have greater output when we are hydrated. When we wake up, we are usually dehydrated, and our bodies need water to kick us back into full performance. Some say to drink a liter of water when you first wake up. I drink that liter of water along with a protein drink and feel so much better once I get the water and protein into my system rather than loads of carbs that will make me crash.

My son Tony and I work out together and have been doing the [P90X](#) DVDs for a couple of years to give us an overall strength, cardio, and flexibility workout. The power yoga and stretching workouts are vital for overall energy and flexibility. I just gave Tony the new [P90X2](#) DVDs for Christmas, and we will start doing this series of workouts together to step up our conditioning and energy levels. This is one of my New Year Resolutions to up my game, so I can bring the highest level of energy possible to my work and company.

Good luck to you on whatever resolutions you create for yourself. As I wrote in last year's [blog](#), I experience the best results to my resolutions and goals when I create a habit or ritual around them.

By the way, if any of you are doing your yearly planning around this time and would like a free tool to help, go to [www.meetinghabits.com](http://www.meetinghabits.com) and check out our [SWOT](#) tool that we use to pull out all the ideas from the team and make our meetings more productive.