

# The Seven C's Of Success

## by Brian Tracy

After having studied top achievers and peak performers over the past 25 years, I've concluded that these unique men and women, have in most cases, mastered what I call the Seven C's of Success.

1. **Clarity** - Eighty percent of success comes from being clear on who you are, what you believe in and what you want.
2. **Competence** - You can't climb to the next rung on the ladder until you are excellent at what you do now.
3. **Constraints** - Eighty percent of all obstacles to success come from within. Find out what is constraining in you or your company and deal with it.
4. **Concentration** - The ability to focus on one thing single-mindedly and see it through until it's done takes more character than anything else.
5. **Creativity** - Flood your life with ideas from many sources. Creativity needs to be exercised like a muscle, if you don't use it you'll lose it.
6. **Courage** - Most in demand and least in supply, courage is the willingness to do the things you know are right.
7. **Continuous learning** - Read, at the very least, one book a week on business to keep you miles ahead of the competition. And just as you eat and bathe, organize your time so you spend 30 minutes a day exploring e-mail, sending messages, going through web sites, because like exercise, it's the only way you can keep on top of technology. If you get away from it, you'll lose your edge.

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