

# 3 Traits for Success

By Bill Phillips

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The other day I was conducting a group interview at one of my off-line businesses. I was addressing about 15 applicants for an office position and going over the three basic character traits that I require. I've talked about these same principles with every applicant since I started hiring help for my businesses in 1976 and have since hired hundreds of people. I have hired and worked people of virtually all types: men; women; gay; straight; various races and religions; tall; short; skinny; fat. See, to me, it's not any of that. It's the character and heart of an individual that matters.

As I explained to them, these 3 traits are not only what I require of employees, but what I look for in anyone I associate with, whether they are vendors, advisors or friends. As are most values, these were taught to me at an early age by my parents. They are:

### Honesty-Dependability-Attitude

Honesty-I only want to deal with honest people and I'm not just talking about stealing. I mean people who, if you ask them a question, they will tell you the truth-good-bad-or ugly! And sometimes it isn't only what you say that is dishonest, it is what you don't say. My dad always said that lying was the same as stealing and aside from the fibs we tell for politeness (that was a good dinner Mrs. Jones), I believe he was right.

Honesty in your business is a major key to long term success!!

Dependability-I was raised in a successful family business and started working on the payroll when I was twelve. In my family, you didn't miss school or work unless you were too sick to get out of bed. Otherwise, you dragged yourself in and hoped somebody would have mercy and send you home.

I was also taught to always arrive at least 10 minutes early for

any scheduled event. There was no "fashionably late" to my dad. Of course the result has been countless hours of waiting on other people throughout my life and being the first to arrive at parties.

Very few people today are that dependable and even fewer young people and kids are being taught these lessons. I call being habitually late and/or no showing, "The Silent Killers", because very few customers or friends will tell you that being undependable is why they no longer associate or do business with you!

I've found by starting and running eight successful businesses, in varied fields and arenas, that just being dependable and trying your best to keep regular hours, live up to your commitments in a timely fashion and being consistent; can give you a big head start on the competition.

Dependability alone can separate your business from the field!!

Attitude-Last but certainly not least is attitude. The longer we live, the more we understand that our attitude is the one and only thing that we have 100% control over! I'm sure I'll have plenty to say about attitude in future issues, so just a couple of thoughts.

Your attitude determines not only your honesty and dependability but also all of your other actions. It ultimately will determine not only the success of your business but of your entire life!

Put simply, your attitude is determined by your thoughts, and your thoughts are determined largely by what you allow yourself to focus or dwell on. Each and every day we have to be vigilant about what we choose to watch, read and listen to. Our attitude can also be influenced by those we choose to associate with. So choose wisely!

I certainly have times when my attitude gets sour. We all have bad days! I like the analogy of the garden, where our good thoughts, influences and associations are like the fruits, vegetables and flowers. They need constant tending and attention to grow. Whereas, the negative or self-defeating thoughts and influences are like the weeds, they have to be pulled constantly. Unlike the flowers, doing nothing favors the weeds and they will take over the garden.

So invest in the tools that will help you understand how to build and maintain a positive, winning attitude. Your investment will pay dividends not only in your business but in your personal and spiritual life as well.

Your attitude will ultimately determine the success of your business!!  
Do the thing and you'll have the power!!

Reference Box:

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