# *Reading 1-1*

# Success may be defined many ways. However, there are very common traits that successful people avoid or try to work on. Read the list of words below and change each word to a positive trait that successful people want. Try to provide an example for each.

# 10 Behaviours You Never See in Successful People

If you want to make it big over the long-term, you might want to take a good, hard look in the mirror and see if any of these career-limiting behaviours describe you.

**Naivety.**

***Granted, we all start out sort of wide-eyed and gullible, but the sooner you convert that to savvy and sceptical, the better your chances of coming out on top. The reason is simple: suckers and fools don’t win. Learn to question everything you read and hear and always consider the source.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Panic.**

***High-pressure situations are common in the business world. Things almost never go according to plan and oftentimes they go terribly wrong. It comes with the territory. If you can’t override your adrenaline response and remain calm in a crisis, you’re sort of screwed.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Fanaticism.**

***Passion is a big success driver, but when you cross that line and become over-the-top fanatical, that works against you. I’ve seen it time and again. It leads to a skewed perception of reality, flawed reasoning, and bad decision-making.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Laziness.**

***Those who are driven to achieve great things know one fundamental truth: It takes hard work over the long haul. That’s why they’re so focused and disciplined.***[***Most people are slackers***](https://www.entrepreneur.com/article/241608)***. That’s why most people don’t achieve great things.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Quick-fix mentality.**

***Steve Jobs said, “Half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance” and if you’re not passionate about what you do, you won’t stick with it. Too many people want instant gratification these days. That’s not going to cut it.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10- High |  |
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**Acting out.**

***Whatever feelings you have trouble dealing with – jealousy, shame, inferiority, entitlement – transferring them to people you work with and acting out in anger won’t just make you and everyone around you miserable, it’ll kill your career, too.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Selfishness.**

***If you act like the world revolves around you, you’d better have the talent to back it up. Even so, being overly self-centered will diminish your effectiveness. Business isn’t about you; it’s about business. It’s about your customers’ experience with your products. Remember who serves whom in the relationship.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Living in the past or future.**

***Granted, we can learn from the past, but dwelling on it is self-destructive. Likewise, you can plan for and dream about the future, but if your actions aren’t focused on the present, you’ll never achieve your plans or your dreams.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Light-hearted indifference.**

***You hear phrases like “whatever works,” “it’s all good,” and “no worries” a lot lately but you’ll rarely hear them from highly accomplished people. They may be a lot of things but apathetic is not one of them.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10 - High |  |
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**Oversensitivity.**

***If you’re so thin-skinned that any criticism makes you crazy and every little thing offends you, you’re going to have a rough go of it in the real business world. There’s a good reason why business leaders usually have a good sense of humor and humility. It’s sort of a requirement. Don’t take yourself so seriously.***

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| Positive Word | Example |
| Rate Yourself  1 – Low  10- High |  |
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**One last thing***. If any of this offends you enough to want to write an angry flame comment, you’ve got at least two or three issues to work on. Then again, look at the bright side. At least you’re not indifferent*.