



## The Secret to A Breakthrough Year

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**When building your business, the fastest way to grow it is to focus your energy on activities that attract clients and bring in cash flow.**

**Yet, you may often find yourself choosing a certain activity instead of the results-oriented activities you should be working on.** Although you may have the desire to achieve a certain targets, what's often missing is an underlying motivation to get some of those activities completed.

**One of the biggest problems business owners face that keep them from achieving a breakthrough year is that they do not understand the natural way they execute their work.** I recommend aligning your work with how you naturally execute to impact your productivity and profitability.

At Excellerate Success Institute, my clients align their business with their natural wiring. You will execute activities and your communication through your natural wiring or hardwiring. Your hardwiring is something you're born with and emerges about two years old staying with you your entire lifetime.

Your hardwiring dictates the type of environment in which you are best equipped to thrive and succeed. It also explains the kind of environment you prefer to live and work.

When you understand your hardwiring you become more effective in:

- Creating a workable and profitable business model
- Increasing sales
- Understanding specifically what motivates yourself and your team

One of my Wake Up Profitable Alum is highly motivated by the face-to-face activities in his business, like attending networking events and speaking. These are two activities that give him energy, largely due to where he falls in his communication driver.

He has spoken for years about writing a book but has not written it. The very nature of writing is a heads down or a type of activity you do alone. Thus, he finds other “face-to-face” activities more attractive and gravitates toward those activities, keeping himself from the very activity of writing his book because the act of writing drains him.

When I suggested that he dictate his book and have someone transcribe it or purchase a speech-recognition software to complete his book without having to type it himself, his eyes lit up. The nature of this approach is more in alignment with his natural wiring.

**Another Wake Up Profitable student completed an exercise on hardwiring that we complete at this event.** Through this exercise, she discovered the way she was motivated, how she communicated (which is not necessarily not talk, but successfully exchanging ideas and information) and how she was best engaged in decision making.

Immediately after this exercise, she received a call. A \$1 million dollar contract was on the line and a major player in the arrangement was ready to leave, putting the contract in serious jeopardy.

She was able to listen through the lens of everyone’s hardwiring and resolved the issue. It turned out that the two players involved were completely opposite in their communication drivers, causing major issues. She was able to intervene by clarifying the communication and saving the contract.

**The secret to having a breakthrough year is to understand your own combination of hardwiring.** Once you get your own wiring, look for ways to align your work environment with it. When you match your goal planning with the natural way you execute, watch as you stay consistently motivated and achieve your goals with greater motivation, freedom, peace of mind.



This is just one of the many best practices we dive deep into with the students of the Excellerate Success Institute, for entrepreneurial and leadership development - the premier training business school for high-achieving entrepreneurs looking to build a profitable business they love.

If inspired, [register today for the Wired to Win Program starting December 11 and Get Your Unique Hardwiring Report and Instant Access to the Online Program as well as the LIVE Q&A Sessions.](#)

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