



Resilience

By George Amidon

I have had the opportunity to interact with some of the most successful sales people in our industry through our workshops and coaching sessions. What I have taken away from those interactions is that there are similarities that most of these individuals share. Those similarities or characteristics fall under the following areas:

1. **A willingness to sacrifice it all** – realizing there are no guarantees, these individuals are willing to take the risk. “I’ve failed over and over and over again in my life and that is why I succeed.” – **Michael Jordan (#1 NBA Basketball Player Of All Time)**
2. **An unmatched work ethic** – they realize that there is always room for improvement and to stay ahead you need to outwork the competition. “Today I will do what others won’t, so tomorrow I can accomplish what others can’t.” – **Jerry Rice (#1 NFL Player Of All Time)**
3. **They love what they do** – it’s hard to succeed if your heart isn’t into what you are doing. The love for the work is the driving force and motivation. “Each of us has a fire in our hearts for something. It’s our goal in life to find it and keep it lit.” - **Mary Lou Retton (Olympic Gymnastics Gold Medalist)**
4. **They stay hungry** – they don’t become complacent with success. They never lose focus on what is important. “Make each day your masterpiece.” – **John Wooden (UCLA Basketball Coaching Great)**
5. **They rebound quickly from failure** – it’s about being resilient. “It’s not whether you get knocked down; it’s whether you get up.” – **Vince Lombardi (NFL Coaching Great)**

What I find most telling is their ability to bounce back from adversity. The idea of resilience and the way they approach those setbacks that occur. As I’ve looked further into the idea of resiliency I assumed it was a trait that you were born with but in fact it is not. Resiliency involves behaviors, thoughts and actions that can be learned and developed in anyone. In a recent conversation with Dr. David Morrison,

who has studied the characteristics of the highly successful over the last 30 plus years, he indicated that when it came to resiliency the following behaviors were evident:

- **The capacity to make realistic plans and take steps to carry them out.**
- **A positive view of themselves and confidence in their strengths and abilities.**
- **The ability to find positive meaning to everyday events.**
- **Skills in communication and problem solving.**
- **The capacity to manage strong feelings and impulses.**

In my conversations with the top performers what I hear when sales are down or things aren't going as well as they would like is:

What I can do versus what I can't. What I need to do better versus what someone else should be doing. They are finding ideas to solve the problem versus looking for someone else to find the answer.

In our industry our resolve can be tested on a regular basis. Rejection from clients, confusion from the markets, mistakes and mishaps that happen along the way all have a way of making us take stock in why we do this. But developing those thoughts, behaviors and actions that make us more resilient, that allow us to bounce back more quickly will carry us through those challenging times and events.

If you are interested in checking you resiliency level there is a short on-line quiz from the Resiliency Center you can take at: <http://resiliencyquiz.com/index.shtml>

Stay safe and stay healthy!