

# Personal & Professional Success: It's All About Choices!

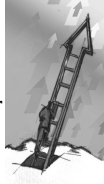
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**SEAVEY HEALTHCARE CONSULTING®**  
STERILE PROCESSING SURGICAL SERVICES  
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1

## Objectives


- Identify the right choices that will lead to success in one's life.
- Describe specific choices that one makes on a daily basis that affects your success or failure.
- Explain the attributes of leadership - formal or informal.



2

## Personal and Professional Success

- **Success is ultimately realized by people who**
  - Make more right choices, and
  - Recover from their bad choices.
- **Name one accomplishment you want to achieve within the next 12 months.**
  - e.g. promotion, loose weight, get fit, meet someone, move...



3

## YOU MUST CHOOSE TO BE SUCCESSFUL

### *12 Choices... That Lead to Your Success*

David Cottrell

**Character/  
personality choices**


1. Not to be a victim
2. Be committed
3. Your values
4. Do the right thing

**Action choices**

5. Do something
6. Learn from failures
7. Positive attitude
8. Overcome adversity

**Investment choices**

9. Relationships wisely
10. Accept constructive criticism
11. Face reality
12. Leave a legacy




4

## Success is a Result of Choices

### Definitions

- **Success**
  - The achievement of something desired.
  - The gaining of prosperity.
- **Choice**
  - The act of making a decision after consideration.
  - The power or liberty of choosing.




12 Choices...That Lead to Your Success,  
David Cottrell 5

## The Character Choices... THE FOUNDATION OF SUCCESS

*"Character is the **foundation** upon which one must build to win respect. Just as no worthy building can be erected **on a weak foundation**, so no lasting reputation worthy of respect can be built on weak character."*

- R. C. Samsel  
1971 American Tennis Player


1. Not to be a victim
2. Commitment
3. Values
4. Integrity



6

1: CHOOSE NOT TO BE A VICTIM *(Character)*


- **Avoid victim mentality by**
  - Positively dealing with the unexpected
  - Looking for solutions NOT excuses
- **Things beyond your control will happen**
  - ✓ It's not what happens to us, but how we **choose to respond** to what happens that determines our next move, relationship, or next step.



7

1: CHOOSE NOT TO BE A VICTIM *(Character)*


- **Peaks and valleys along the way**
  - Only you can control how you respond.
- **Don't allow yourself to be the victim**
  - Give up the right to create your future
- **Move forward, no matter what**
  - Take responsibility:
    - Don't wonder "why me", or
    - Try to blame someone
  - Be proactive - there are always alternatives
- **Don't let your past eat your future!**



8

2: CHOOSE TO BE COMMITTED *(Character)*


- **Commitment requires passion**
  - It's a choice... an attitude
  - It's about staying focused and keeping your goals visible
- **Want to be successful?**
  - Stay the course - one step at a time
  - Have a passionate commitment to success
  - Be willing to pay the price to achieve it



9

2: CHOOSE TO BE COMMITTED *(Character)*

- **Feeling overwhelmed or stuck?**
  - Don't allow fear of failure to cause you to fail
  - Make a choice to commit with passion
    - Invest in what is needed - time, money, yourself or whatever...
- **Fear**
  - **False Evidence Appearing Real**



10

2: CHOOSE TO BE COMMITTED *(Character)*

- **Enthusiasm and commitment are contagious**
  - Surround yourself with people who are committed and passionate




11

2: CHOOSE TO BE COMMITTED *(Character)*

*"The quality of a person's life is in direct proportion to their **commitment to excellence**, regardless of their chosen field of endeavor."*

- Vince Lombardi  
 Coach -1959-1967 Green Bay Packers, 1969 Washington Redskins



12

3: CHOOSE YOUR VALUES (*Character*)**Fact**

- **Some people will not like you, not because of something you have done to them but because of the way you walk, talk, your hairstyle, you do a better job than they do ...**

- Various jealous reactions

- **You can't please everybody**

- You will **never succeed** if you invest your self-worth solely in **what other think** about you.
- At some point you have to choose **whom you aren't** going to please



13

3: CHOOSE YOUR VALUES (*Character*)

- **Don't create enemies – they will surface on their own**

- Threatened by your success
- Their values, goals or objectives **don't match** yours

- **Never sacrifice your values**
- **The key to successfully dealing with your enemies**

- Know who they are and why they have chosen to be your enemy



14

3: CHOOSE YOUR VALUES (*Character*)

- **It matters whom we hang with.**

- Share our values -want to do the right thing
- Enemies to avoid
  - Back-stabbers (betray confidence or discredit others)
  - Short tempers (catalysts for anger)
  - Rebels against authority (collision course for failure)
  - Don't do what they say they are going to do

- **Choose your enemies, and your friends very carefully.**

- Mistaking an enemy for an ally is the most foolish and costly mistake of all.

15

4: CHOOSE TO DO THE RIGHT THING (*Character*)

***“Integrity is telling myself the truth, and honesty is telling the truth to other people.”***

- **Spencer Johnson**  
*“Who moved my Cheese”*

- **List 3 people you consider to be trustworthy**

- Common characteristics

- **List 3 people you do not trust**

- Common traits

- **Honesty, integrity and trust are linked.**

- Integrity produces trust

4: CHOOSE TO DO THE RIGHT THING (*Character*)

- **Loss of integrity - difference between failure and success**

- **Getting caught - nothing to do with integrity.**

- Integrity choice

- Doing the right thing even if no one is watching
- Integrity cannot be practiced only part of the time...or with certain people

- One of the most important choice you will ever make, personally and professionally

17

4: CHOOSE TO DO THE RIGHT THING (*Character*)

- **Never sacrifice your integrity, it is your most important possession!**

- There are no “time outs” with integrity

- People will forgive and forget judgment errors, but never forget integrity mistakes

- **Doing the right thing is not always easy - in fact it is sometimes really hard - but the right thing is always RIGHT.**

18

Better than silver or gold

*“A good name is more desirable than great riches; **to be esteemed** is better than silver or gold.”*

Proverbs 22:1 (NIV)



19

Trust

• **Think again about the successful people you know?**

- Are they the same people you consider to be trustworthy?



• **You can't talk your way out of what your behavior got you into.**

- Actions speak louder than words
- Think before you act...

20

The **Action** Choices...

THE MOVEMENT TOWARD SUCCESS

*“**Have you ever said:** I'll be happy when...I lose 20 pounds, live in a bigger house...get a new boyfriend/girlfriend...make more money, etc.? You get the picture. **“Someday Isle”** is not a dream vacation spot. It is an imaginary destination in which you **will never arrive...** Don't vacation on Someday Isle”.*

- Frank F. Lunn  
*“Stack the Logs”*

- 5. Do-Something
- 6. Persistence
- 7. Attitude
- 8. Adversity

21

*“A man is the **sum of his actions**, of what he has done, of what he can do. Nothing else.”*

- Mahatma Gandhi



22

5: CHOOSE TO DO SOMETHING (Action)

- **To achieve success you have to make the choice to do something.**
- **You cannot improve while you are in the rut of doing the same things over and over.**
- **Tap into the wealth of knowledge and resources around you.**
- **The Donkey in the Well...**



23

5: CHOOSE TO DO SOMETHING (Action)

• **Do something to change your life – read every day.**

- Correlation between what you read and the success you achieve
- Don't stifle your career by limiting your knowledge




• **Doing something takes courage**

- Don't be paralyzed by fear
- Learn by our mistakes
  - Unsuccessful people quit before they have a chance to be successful

24

5: CHOOSE TO DO SOMETHING (Action)

- **Do something to look successful**
  - Two things that have immediate influence
    - Clothes you wear
    - Expression on you face
- **Want a better tomorrow? Do something different today.**
  - Study successful people
    - What are their common “do something” choices.
  - Do something to earn success




25

6: THE PERSISTENCE CHOICE (Action)

*“Many of life’s failures are people who **did not realize how close they were to success when they gave up**”.*


- Thomas Edison



26

6: THE PERSISTENCE CHOICE (Action)

- **When you fail, don’t hang your head**
  - Don’t let roadblocks get in your way
  - Keep your eyes open for the opportunities that failure provides
- **If you want to win you have to stay in the game.**



*“Nothing in the world can **take the place of persistence**”*

- Calvin Coolidge  
30th President of the United States (1923-1929)


27

7: THE ATTITUDE CHOICE (Action)

*“There is very little difference in people. But that little difference makes a big difference. The little difference is **attitude**. The **BIG DIFFERENCE** is whether it is **positive or negative**.”*

- W. Clement Stone  
Self-help book author


**The old-timer...**



28

7: THE ATTITUDE CHOICE (Action)

- **If you want to be around happier people, choose to be happy yourself.**
  - We are in charge of our attitudes – and our happiness.
  - Attitude is powerful
    - Successful people choose not to inflict the poison of negative attitudes on themselves.
    - Negative and cynical people zap the energy from those around them.
- **Only you can raise your attitude.**



29

7: THE ATTITUDE CHOICE (Action)

Optimist	Pessimist
• Looks for potential opportunities with difficulties	• Sees only problems and makes difficulties of opportunities
• Sees setbacks as temporary and minor	• Chooses to see setbacks as permanent and catastrophic
• Chooses to energize others and find creative solutions	• Zaps energy and destroys your confidence
• Feels he has sufficient control to make things happen	• Feels everybody but him is in control

30

8: THE ADVERSITY CHOICE (Action)

- **Conquering difficult times**
  - cancer, suicide, divorce, loss of children, drug abuse, loss of spouse, significant health issues, bankruptcy and other major areas of disappointment.
- **Adversity** (hardship, misfortune)
  - part of life - every person will be challenged at some point.
- **Do what is necessary to overcome**
  - Avoid self-pity and became the voice for others
    - Christopher Reeves,
    - Michael J. Fox and
    - J. R. Martinez



31

J . R. Martinez

**DWTS**  
Season 11 winner

"People need to understand and accept that everything we go through in life will prepare us for our own big explosion."

32

8: THE ADVERSITY CHOICE (Action)

- **Choose - rise out of the ashes of self-pity for the rest of your life**
- **Alternatives to help move forward**
  - Acknowledge what is NOT lost
  - Allow others to help you work through what you are facing
  - Avoid the "why" trap
  - Don't waste your energy on looking for someone to blame
  - Choose to see the positives and opportunities to grow

33

The **Investment** Choices...  
THE PROFIT OF SUCCESS

*"Make every thought, every fact, that comes into your mind **pay you a profit...** Think of things not as they are, but **as they might be.** Don't merely dream-but create".*

- Frank F. Lunn  
Author of Stack the Logs!

- 9. Relationships
- 10. Criticism
- 11. Reality
- 12. Legacy

34

9: THE RELATIONSHIP CHOICE (Investment)

*"Personal relationships are **the fertile soil** from which all advancement, all success, all achievement in **real life grows.**"*

- Ben Stein  
Lawyer, economist, and commentator on finance  
(and a well-known actor and Hollywood personality)

*"The quality of your life is the **quality of your relationships.**"*

- Anthony Robbins  
Self-help writer

35

9: THE RELATIONSHIP CHOICE (Investment)

- **Relationships** (family, partner, co-workers, boss, friends and others who we regularly relate to)
  - Mark our path and are an important step to our success
  - Requirement and investment for success
  - Takes time, energy, attention and understanding
- **A Bear's Advice...**

36

9: THE RELATIONSHIP CHOICE *(Investment)*

- **You have to “be a friend” to have a friend**
  - Show them you care
  - Compromise rather than focusing on winning or losing an argument
  - Forgiveness is the “oil” of relationships
  - Increase opportunities to build new relationships
    - Network
    - Become a mentor
    - Share your experiences, counsel, advice and wisdom

37

10: THE CRITICISM CHOICE *(Investment)*

- **Success breeds criticism**
  - Reality
    - We all have critics – it’s a fact of life
  - Embrace it and move forward
  - Teaching tool – teaches us hard lessons

38

10: THE CRITICISM CHOICE *(Investment)*

- **Criticism from the right people could lead to improvement**
  - Constructive criticism is a gift
  - It can enlighten you to the changes you need to make to be successful
  - Focus on the criticism of your action...not your person
- **Midwestern colleague**
  - Moved to another city – shortage of nurses, but not techs
  - Criticized for “only” being a tech but trying to do more in OR
  - Off shift, extra call, loan – RN
  - One of first to be a certified OR nurse in the hospital
  - HC climate changed – focus on being a business – BS in HC Mgmt.

39

11: THE REALITY CHOICE *(Investment)*

*“Face reality as it is...  
not as you wish it to be.”*

- Jack Welch  
Former CEO of GE

40

11: THE REALITY CHOICE *(Investment)*

- **Reality: the truth or something that is actual, not imaginary**
  - Key to success is discovering and facing reality
    - Time for a “reality check” – usually means change
      - Plans
      - Dreams,
      - Direction,
      - Approach to solving a problem, or
      - Teams
  - Reality can identify our limits
    - Look for truth – in every situation, relationship, crisis and success.

41

11: THE REALITY CHOICE *(Investment)*

- **Choosing reality may not be the easiest path, BUT it will push us ahead on the road of life.**

*“Either you deal with what is the reality, or you can be sure that the **reality is going to deal with you.**”*

-Alex Haley  
“Roots: The Saga of an American Family”

42

12: THE LEGACY CHOICE *(Investment)*

*"We must **give more in order to get more.** It is the generous giving of ourselves that produces the generous harvest."*

- Orison Swett Marden  
American writer associated with the New Thought Movement.


**Greatest gift you can give is your knowledge and experiences**

**The Unreachable Student...**

43

12: THE LEGACY CHOICE *(Investment)*

**Be willing to share what you know, and mentor those looking for the pathway to success.**



**Your legacy can start where you are – there's always an opportunity for others to learn from you.**

**Mentoring – Sharing the Way Out...**


44

Plan your success

*"Don't sell yourself short. You can make **better choices** beginning today to achieve what you **want in life** tomorrow."*

- Abraham Maslow  
American psychologist

**Hold your self accountable for success.**



**You can do it...just take one step at a time.**

45

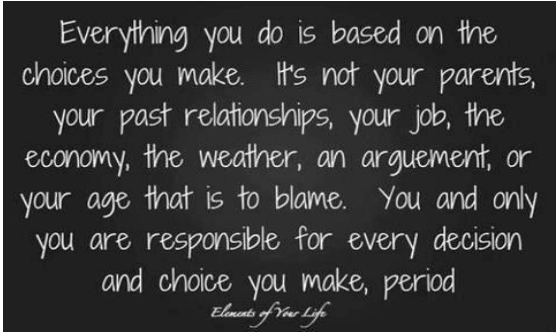
12 CHOICES FOR SUCCESS

- **Character/personality choices**
  - Not to be a victim
  - Be committed
  - Your values
  - Do the right thing
- **Investment choices**
  - Relationships wisely
  - Accept constructive criticism
  - Face reality
  - Leave a legacy
- **Action choices**
  - Do something
  - Learn from failures
  - Positive attitude
  - Overcome adversity

**12 Choices... That Lead to Your Success**  
David Cottrell

46

Choices




Everything you do is based on the choices you make. It's not your parents, your past relationships, your job, the economy, the weather, an argument, or your age that is to blame. You and only you are responsible for every decision and choice you make, period

*Elements of Your Life*

47

Leadership Characteristics

- **To be a successful leader you must:**
  - Able to deal with challenges
  - An educator
  - A communicator
  - A coach
  - A goal setter
  - Observant
  - A time manager
  - Balanced, and
  - Team builder



48



### The Greatest Generation (Traditionalist)

- **Born before 1946**
- **Grew up during the Great Depression**
- **WWII -Pearl Harbor**
  - Value – long tenure, stable
  - Belief in leadership
  - Loyal- obedience and sense of duty
  - Do the best for company, common good
  - Hard work pays off

### Baby Boomers

- **Born between 1946 and 1964**
- **Flower children, hippies, tie dyed shirts, the Rolling Stones, Elvis, the Beatles**
- **Would never grow old**
- **Embraced peace and declared they would stay young forever**
- **Now they are turning 60**

### Gen X

- **Born 1965-1980**
- **Raised in the 70's and 80's**
- **Brought up on television, Atari 2600s and personal computers**
- **Saw US undergo a selfish phase - they do not want to repeat**
- **Want to pull away from class, status and money in society**

Jochim, Jennifer. Generation X defies definition. Nevada Outpost.

### Gen Y

- **Born after 1980,**
- **Have been pampered, nurtured and programmed with a slew of activities,**
- **High-performance and high-maintenance**
- **Less likely to respond to the traditional command-and control management**
- **Grown up questioning their parents and now their employers.**

Armour, Stephanie. Generation Y: They've arrived at work with a new attitude. USA Today

### Leadership

- **You don't need a title to be a leader!**
- **Leadership:**  
*Using the talent God has given you to elevate other people to create better lives for themselves.*


53

### Leadership can be formal or informal

- **Attributes of successful leaders**
  - Willingness to take responsibility
  - Taking accountability for success as well as failures
  - Coping with change
  - Not getting discouraged by failures
  - Always doing the "right" thing
  - Never letting your integrity get tarnished
  - Having flexibility in all circumstances
  - Not letting those you lead see your frustration

Other Ways to Ensure Success


- **Technology - stay current**
  - Read, network, research and be involved
  - Negotiation skills
- **Knowledgeable, skillful and know how to motivate and influence people around you**



55

Know where you want to go

**“If you don’t know where you are going you’ll end up somewhere else!”**





**Yogi Berra**  
Major League Baseball player

56

Success is where preparation meets opportunity



- **The first step to achieving success is believing in yourself.**
  - Little successes breed bigger successes
  - Confidence grows
- **“High Hopes” by Frank Sinatra**  
*Just what makes that little old ant  
Think he’ll move that rubber tree plant  
Anyone knows an ant, can’t  
Move a rubber tree plant!*

57

Remember...



- **Focus on what you want – not on what you don’t want!**
- **Conquer the Crisis**
- **Alleviate the pain and achieve the gain**
- **You can curse the darkness...or light a candle**
- **Believe in yourself...**
  - “The Little Engine that Could”

58

Summary –  
Seavey’s Fundamental Steps

1. **Do what you love**
2. **Make a name for yourself**
3. **Don’t do the minimum**

59

Need to stretch yourself...

- **“ You can’t continue to grow on past accomplishments. ”**

60