

# What is Your Dream?

IF IT'S A PROMOTION AND MORE MONEY, READ ON

**H**oward Schultz, chairman and founder of Starbucks, was recently asked what he would say to a young person who wants to be the next Howard Schultz. His answer, in part, was this: "Define what your dream is. Dream bigger than that and don't let anyone tell you [that] you are not good enough, not smart enough, that your dream can't come true. And don't settle, because you are going to find yourself at 30, 40, or 50 years old saying, 'I could have done that.' And you probably could have."

What is your dream? If it is to be promoted and make more money, you can make that dream come true by following these five steps:

- 1. Feel good about yourself.** The way you feel about yourself is the way others see you. Develop a positive attitude; it's contagious. Avoid hanging out with coworkers who are negative and complaining; they will drag you down. Believe in yourself. Build your self-confidence; self-confidence is power. It leads to improved performance, which leads to improved pay. Don't wait for others to validate you and your efforts. Pat yourself on the back. Concentrate on your strengths and recognize the importance of the role you play in the organization.
- 2. Learn.** The more knowledgeable you are the more capable you will be and the more successful you will become. Learn as much as possible about your job, your industry, your

customers, personal relationships, and anything else that will help you move up the ladder of success. It's important that you know how to handle the technical aspects of your job, but you also must have strong people skills if you want to advance. Ask your supervisor or manager to help you identify the skills and training that will make you more promotable and then look for training programs that will provide them. Sign up for every training program your company offers, as well as those for which the company will reimburse you.

- 3. Invest in yourself.** You can't wait for your company to send you to training programs; you must take the offensive. Set aside a specific amount of money each year to use to train yourself; it's the best investment you will ever make. Buy industry-related publications and self-help books, audio programs, and CDs. During the past 38 years, I have read at least two personal development books each month. As a young man, I invested \$500 in a program by Paul J. Meyer, founder of the Success Motivation Institute, and within eight years, by the time I was 30, my net worth went from \$2,270 to more than \$1 million.
- 4. Set goals.** Those goals don't have to be lofty but they do have to be realistic. Look at those goals every day; make them part of you. Visualize achieving those goals. If, for example, one of your goals is to get promoted to your boss' job, have

a friend take a picture of you sitting at your boss's desk and look at it every day (at home, of course, where your boss won't see it.). As you reach one goal, set another that will have you reaching a little higher.

- 5. Perform.** Deliver what you promise. Do what you say you will do, and do it with quality and speed. If you say you will complete a report by Monday, do it. Manage your time. Get organized. Identify problems and seek solutions. When you "over-fill" your position, you will earn the respect of your coworkers and your boss. Execute tasks based on priorities. Don't procrastinate. Ask for more responsibility. Go out of your way to provide exceptional service to your customers, your coworkers, and your supervisors. If you go above and beyond the call of duty, you will be noticed, you will be promoted, and you will make more money.

The greatest limitations you will ever face in your job and in your life are self-imposed. You can do and be anything you set your mind to. It will take some effort, but you can do it. Your future is in your hands. Follow these five steps and your dream will become a reality. **RO**

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