

# **CRUNCH POINT**

## **The 21 Secrets To Succeeding When It Matters Most**

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**BRIAN TRACY** is a business speaker, consultant and trainer. He is a prolific author and has published more than thirty business books, as well as developing over 300 audio and video learning programs. Each year, Brian Tracy speaks to more than 250,000 people on personal success, leadership, managerial effectiveness, creativity and sales. He also consults personally with more than 1,000 companies including IBM, McDonnell Douglas and The Million Dollar Round Table. Some his best-selling books have included *Focal Point*, *Eat That Frog* and *Create Your Own Future*.

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**MAIN IDEA**

Sooner or later, you're going to hit a "crunch point" in your career. Everyone does eventually. In fact, on average a personal or professional crisis will probably crop up in your life every two to three months. That shouldn't be a surprise but what's important is how you respond to those challenges. The only way you will ever realize your full potential is by learning to respond and react effectively to those challenges whenever and wherever they arrive.

Over the long haul, to be successful you need to develop the ability to solve problems when the pressure is on. If you can learn how to rise to the challenge and keep moving onwards and upwards even each time things go wrong, you place yourself in the best possible position to excel in the future.

*"The key to performing at your best during the crunch times of your life is for you to focus single-mindedly on the solutions rather than the problems. The more you think about possible solutions, the more solutions will occur to you – and the better they will be. The more you think about solutions rather than problems, the more positive, the more focused, and creative you will become. The more you think in terms of specific actions you can take, the more in control you will be."*

– Brian Tracy

*"The obstacles you face are mental barriers that can be broken by adopting a more positive approach."*

– Clarence Blasier

*"Circumstances do not make the man; they merely reveal him to himself."*

– Greek philosopher Epictetus

*"I don't think there is any other quality so essential to success as the quality of perseverance. It overcomes almost everything, even nature."*

– John D. Rockefeller

*"Within every problem or difficulty lies the seed of an equal or greater benefit or opportunity."*

– Napoleon Hill

*"Crunch points are inevitable, unavoidable, and unpredictable. The way you behave in a crunch can build you up or tear you down. Your ability to handle a crisis effectively is the most identifiable characteristic of leadership. From now on, whenever you have a problem or a difficulty, look upon it as a special opportunity that is sent to help you become stronger and wiser, and to be more successful and influential in the future. Resolve in advance that no matter what happens to you today or in the future, you will remain calm. You will take a deep breath, get the facts, and assert control."*

– Brian Tracy

**21 Secrets To Succeeding When The Pressure Is On**

1. **Stay calm** – Pause and visualize yourself succeeding before you respond. . . . . Page 2
2. **Remain confident about your abilities** – Look at each crunch point as a temporary setback, not the end. . . . . Page 2
3. **Dare to move forward** – Lead out and show people the right direction to go when the pressure is on. . . . . Page 2
4. **Get all the facts** – Find out the realities of the situation rather than dwelling on how you wish things were. . . . . Page 3
5. **Take control of the situation** – Get into action and focus firmly on the opportunities of the future. . . . . Page 3
6. **Cut your losses quickly and decisively** – Always be prepared to reverse direction when things start to go wrong. . . Page 3
7. **Manage the crisis** – Instead of dwelling on whatever can't be changed, take charge and get going. . . . . Page 4
8. **Communicate consistently well** – Always give everyone all the facts you have available, so they can help. . . . . Page 4
9. **Identify all your constraints** – Identify your main constraint and focus on alleviating that bottleneck. . . . . Page 4
10. **Think creatively** – Learn how to think on paper and develop multiple solution options. . . . . Page 5
11. **Focus on your key results** – Know your five to seven key commercial indicators and excel in those areas. . . . . Page 5
12. **Concentrate on your top priorities** – Concentrate on the 20 percent which generates 80 percent of results. . . . . Page 5
13. **Launch a counterattack** – Look on a crisis as a potential slingshot to future growth. . . . . Page 6
14. **Work on generating cash flow** – Preserve your cash and find realistic ways to generate more. . . . . Page 6
15. **Care for your customers** – Make every feasible effort to keep your customers buying and paying. . . . . Page 6
16. **Aggressively seek more sales** – Close more sales by upgrading the skills of your sales team. . . . . Page 7
17. **Keep things simple** – Make an intensive effort to focus on what really counts. . . . . Page 7
18. **Stay healthy and strong** – Take care of your health, especially in times of great stress. . . . . Page 7
19. **Connect to greater powers** – Take time to connect to greater powers. . . . . Page 8
20. **Rise to the challenge** – Use a crunch as an opportunity to demonstrate your true character. . . . . Page 8
21. **Persist until you succeed** – Resolve you will never give up. . . . . Page 8

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