



The Don Hutson Report

Global Expert on Sales & Negotiations

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The Attitude of a Winner

(Part 1 of a 6-part series on “Mastering The Mind Game”)

You don’t often see winners whining – or, whiners winning!

The two concepts just don’t go together. People with a positive attitude have chosen the ‘glass is half full’ philosophy rather than ‘half empty’, and they enjoy a better life with their positive focus and their resulting belief in self.

At U. S. Learning, we define Attitude as *the spirit or demeanor one chooses to adopt and display from a given stimulus*. I’m convinced that the most important word in that definition is “*chooses*”. We all choose our attitude many times a day as various stimuli come at us, often at an unmerciful rate. Attitude is your choice, and it is a major determinant of what happens next! Optimists see the opportunity in every problem and the pessimists see the problem in every opportunity.

Those displaying a healthy positive attitude can be totally in touch with reality and still feel good about things. Determined optimists eat problems for breakfast lunch and dinner. Their positive spirit and “*can-do*” attitude keep them going through any adversity that stands between them and the life of achievement they have chosen for themselves.

Noted philosopher, William James said “One cannot directly choose his circumstances, but he can choose his thoughts and indirectly, yet surely, shape his circumstances”. Ideally, we will always choose our thoughts and shape our circumstances with positive responses during a typical day of

pursuing our dreams. If we take the high road with noble thoughts and a win-win spirit in all of our relationships, we will get better results. Don't succumb to the temptation of going negative! Don't let anything drag you down or make you unhappy! Remember, as Dale Carnegie said, "Happiness doesn't depend on any external conditions; it is governed by our mental attitude."

The failure of millions has been the outgrowth of negative expectations and the absence of the confidence and optimism we need for the victories that will take us to the next level!

A positive "winners" attitude will offer you many gateways to success that constantly elude the "whiners". Here are a few...

1. If you have an attitude that is receptive to the self-improvement process, you will enjoy learning new skills;
2. If you have an attitude that lends to serving and helping others, You will create tremendously valuable relationship capital;
3. If you have an open-minded attitude about new ideas, you will have more opportunities coming your way;
4. When you display a positive attitude, you will have a more resilient demeanor which will compel people to seek you out;
5. When we have a positive attitude, we have less of a tendency to negatively pre-judge outcomes;
6. Positive thinkers get more positive results! (That's the hallmark belief of Dr. Norman Vincent Peale in his great work *The Power of Positive Thinking*)

One's attitude is often the difference between success and failure, so don't let the negatives creep into your brain and take over. You are in charge of you! You do indeed choose your attitude, so take that responsibility seriously.

Don't ever doubt the power of The Self-Fulfilling Prophecy; "*Whether you think you are going to fail or succeed, you are right!*" Muster the mental discipline to turn your stresses into strength and your problems into

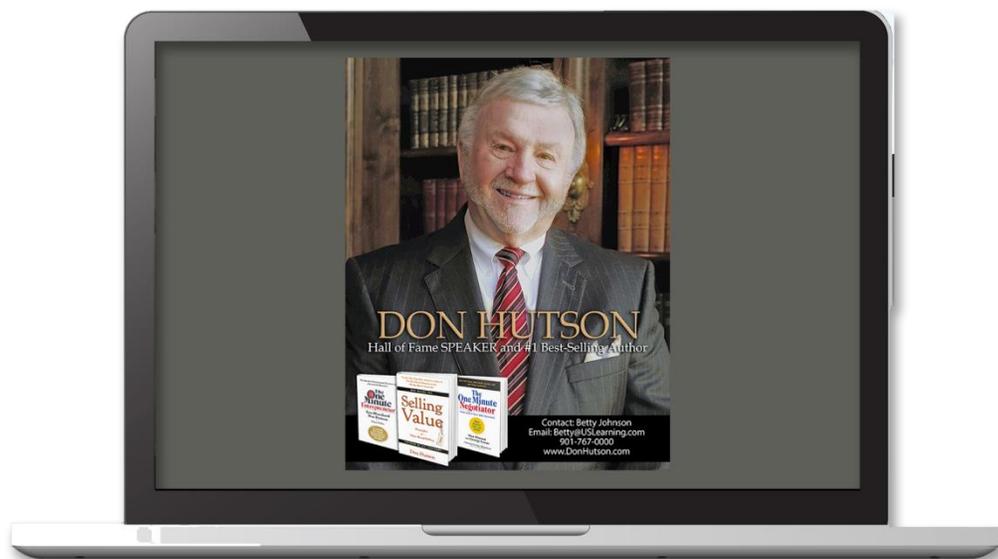
opportunities. When you develop the habit of doing so, you will have mastered the most critical choice you make many times a day...to constantly maintain the *attitude of a winner!*

*Know somebody who might benefit from these thoughts?
Feel free to forward this "Don Hutson Report" to them.*

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