



Building the Best Organizations in the Insurance Industry

The DNA of Top Achievers

By: Chris Widener

Of course by now we are all becoming aware of DNA. It is the source code that determines who we are. When we look at DNA we can see what a person will look like, what diseases they may come down with, etc. This has been a tremendous breakthrough for scientists and will continue to be so for some time, I think.

This got me to thinking about what makes up those who are top achievers. Is there a "DNA" to them? Obviously, all top achievers wouldn't have the same literal DNA but what about a figurative DNA? Is there a common "gene" that they all have? Are there common "genes" perhaps? I think so!

If we could get right down to it, I think these are the genes we would find in the DNA of top achievers:

A predisposition to setting high, lofty goals.

Top achievers are people who won't and can't settle for the status quo. They see average as a place they want to keep in the rear-view mirror. Instead, they continually look for ways to stretch themselves, to get better, to do better, to be better! They set their sights on goals that others have never even thought of. They want to shoot so high that even if they miss, they go higher than everyone else. This is what makes them top achievers.

An ability to focus intently upon reaching their desired destination.

Many people can set high goals, but just as many people get sidetracked by one thing or another on their way to those goals. High, lofty goals usually take a while to get there so there will always be plenty of time to be tempted to stray away from the road that is taking you to those goals. Often, those things that sidetrack people are good things, but not the best things. Top achievers do not get sidetracked. They stay focused. They know where they are going. They have an ability to say "no" to the good things in order to get to the best things.

The willingness to personally sacrifice in order to get to their goal.

When the going gets tough, many people quit. When the going gets tough personally, most people quit. When the going gets tough for top achievers, they remind themselves of the high, lofty goals they have set for themselves. They remind themselves of what an accomplishment it will be for them and that the reward is worth pushing through the momentary trials. They are willing to sacrifice personally in the short-term in order to get the reward and the prize long-term. Keeping their eyes on the big picture enables them to persevere through any personal pain they may experience.

A predisposition to tenacity.

Tenacity is the ability to "keep on going." Tough times? Keep on going! Financial troubles? Keep on going! People are suspect? Keep on going! You look like a dreamer? Keep on going! Tired? Keep on going! Want to quit and take it easy? Keep on going! Just remember this: Keep on going! The prize is ahead! Many people quit just before they were to get the reward, so keep on going!

The ability to see available resources and to use them accordingly.

Those who are top achievers know that they cannot be lone-rangers on the way to the top. No one makes it by himself or herself. Top achievers recognize their weaknesses - the weaknesses that if they don't cover will keep them from becoming a top achiever! They see their resources and they work to get them into a helping position so they can continue the route to becoming a top achiever. And they don't use them, they utilize them. There is a big difference! People, finances, etc are all brought in to help by the top achiever.

A desire to help others achieve more for themselves as well.

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The top achiever knows that they can make a difference for others by becoming a top achiever. They know that the wealth they make can feed the hungry. They know that the position of influence they achieve can open a door for someone who may not normally get a chance. True top achievers look at how they can bring many with them, not how they can leave many in the dust. People are helped by the top achiever, not trampled upon!

I think if we could get to the DNA of top achievers, the things we talked about above would be at the core and fiber of their beings. What about you? Did you recognize yourself at all? I hope so! The good news about the DNA we are talking about today as opposed to real DNA is that you can go out and work on top achiever DNA whereas you are stuck with real DNA. So if you lack a little in the above-mentioned areas, take heart - you can get better and work on them so that you can become a top achiever!

-Chris Widener, Net- Temps