

Incentives for success and improved quality of life.  
Why we need optimism; especially today.  
Seven recommendations for your success  
as an entrepreneur, executive and employee

**(Text by Roland Arndt, translated by Angelika Zollmann)**

Do you wonder what happened to the "economic boom" Germany was supposed to experience? Were you also hoping to be part of this new growth spurt? While we are waiting for this to happen, perhaps it is time for us to re-discover our own initiative!

History shows many examples of entrepreneurial success in difficult times, even during times of deepest depression. Rockefeller was once asked how he had the guts to found his company during the deepest depression in his country. His answer was, "I was too busy building my company to think about depression and its problems."

There is an especially large pool of energy and self-initiative in your employees. People think differently today about the economy, jobs and careers. Job security, advancement and salary potential are increasingly important issues. This can be beneficial for both employer and employee.

Unfortunately, many employees consider today's salaries no longer as deserving income for their work, but rather as a pittance for their suffering. This quickly becomes a virus infecting your "hard drive" and your social behavior, thus blocking any successful thinking, planning, and productivity. The business world picks up quickly on these negative vibes and--as can be expected--reacts negatively.

However, if we work and plan together, positive results become evident, creating an improved image for your company. If you work for this goal with all your positive energy, you won't have time to be afraid of the future.

My seven recommendations for a closer and more successful cooperation are as follows:

1. Finding our way out of this crisis begins with each individual member of our society. Everyone can use their position and their individual personality to make an important contribution, starting with constructive communication. Let's not lament about "bad things," but instead focus on "positive things;" that as a group (colleagues, executives, neighbors, friends, etc.), we can make a difference; solving difficult problems and reaching important goals. Heading the words of Nikolaus B. Engelmann: "Solved problems equal success."
2. Develop a clear picture of your company; how you see yourself and your employees in the future. Even small details can be important. Don't say, "We have never done that before..." or "That's how we always do it..." Write a memo to all your employees, explain in simple and honest words your goals and expectations for today and tomorrow. Ask for their input and thank them for their contributions. The more people in the company you have contributing new ideas, the more energy

becomes available to make these ideas a reality. Short meetings contribute to the realisation of the most constructive ideas.

3. Start a continuous process of improvements: Recognize, develop and use the strength of each of your employees. Show them your interest in their thoughts and ideas on how to improve your products or services. Be generous with constructive feedback, and keep a chart of constructive ideas. Offer salary incentives or bonuses. Create a work environment catering to openness, trust and morale.

4. Offer a continuous education course, developed by you and your employees following the motto "Success of our company," emphasizing "entrepreneurial thoughts and actions," as well as "communications with clients by phone or in person." This will help your employees to develop not only a healthy but enthusiastic relationship with your customers. Always remind your employees that satisfied and enthusiastic customers are the only guarantee for the financial success of the company and subsequently, their salaries.

5. Growth can only be achieved through careful nurturing of existing customer relations as well as by developing new contacts. Become the your customer's main contact person. Your customer is king. Relationships with customers should not be left to chance; careful planning is necessary to maintain these relationships.

6. Activate your recommendations. Talk to your customers about contact potential. Ask for co-operation that brings success to both sides, such as growth through new interests and new customers as well as other factors. Keep track of your successes in regards to customers and relationship growth.

7. Each thought and each idea can be important; however, only if we follow up on these ideas and thoughts. Encourage new ideas and actions in your company. Encourage yourself and others by giving an example, and don't be afraid to give praise. Create a "network of honest partners" who are interested in achievements; who are interested in learning from each other. Trust in people becomes trust in the future.

Let me cite Norman Vincent Peale, "An optimist does not refuse to see the negative sides of a situation, he simply refuses to become its victim."

My best wishes for a successful time with lots of "positive energy"

As we all know, "success is, what we do every day"

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