



Business English

Step to Get Successful

Fakultas
PAMU

Program Studi
Bahasa Inggris

Session
13

Kode MK
ESA134

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Discussion

Step to Get Successful

Who doesn't want to strive and become successful? Exactly, no one. Deep inside all of us, we have our own personal reasons for striving for success, and really, we all define success in very different ways whether it is for financial freedom or mere sense of accomplishment.

Regardless of how old you are, where you live, or what your career goals are, it's likely your ultimate goals in life are to be happy and successful. To be successful means more than just having money and making your mark. It means following your passions, living purposefully, and enjoying the present moment.

Developing a Path to Success



1. Identify your passions. Before you can achieve success, you will have to define what success means to you. While it may take years to realize what you want to do with your life, identifying your passions, interests, and values will help you set goals and give your life a sense of meaning. If you have trouble identifying these things, then ask a friend or family member to help you. Ask yourself the following questions:

- What do you want your legacy to be?
- How would you like to be remembered by others?
- How do you want to make your community a better place?
- What are some favorite subjects of interest in your life? For example, think of subjects you enjoyed studying in school. Ask why you liked them.^[1]
- For instance, you may have loved musical theater. Think: was it because you loved the music, or was it because you loved working with a big group towards a common goal?

2. **Make a list of your goals, and what you might do to achieve them.** Be sure to address both short-term and long-term goals; try to think beyond financial and career goals, such as relationship goals, personal goals for bettering yourself, things you would like to experience, or things you want to learn. Draw up a timeline that says when you want to achieve each part.^[2]
 - Set SMART goals; goals that are specific, measurable, achievable, relevant, and time-bound.
 - Break big goals down. For instance, if your goal is to see the world, you can set the goal of saving money and visiting certain countries.
3. **Live purposefully.** In order to achieve your dreams and be the person you want to be, you will have to start paying attention to your actions. Ask yourself, "Is what I'm doing going to lead me to where I want to be in life?"^[3]
 - If you find yourself constantly bored, daydreaming about the future or past or counting down the minutes until the day ends, it is probably because you feel disconnected from what you're doing.
 - Cherish your time. Try to spend your free time doing things that you enjoy doing, rather than wasting time. For example, rather than spending your weekends watching television, spend them partaking in your hobbies or spending time with loved ones and new friends.
 - Measure your productivity by engagement, not achievement. Not everything you do has to be productive in the conventional sense, but activities should be engaging and enjoyable.
 - Keep in mind that it is perfectly fine to spend some time doing nothing and just being lazy each day. This can actually help with your imagination and self-awareness. Strive for a balance between doing things you want to do and allowing yourself to just "be."
4. **Stick to your commitments.** Planning is not sufficient; keeping your word is also important. If you tell someone you will do something, do it. Similarly, don't tell someone you will do something if you're not sure you can. Be honest about your limits.^[4]
 - Avoid canceling plans, and try not to cancel twice on the same person.
 - Make commitments to yourself, and stick to them. Write down your commitments and hang them in places you can see.
 - Make sure that your commitments are gradually moving you towards your goals. Review your goals now and then to make sure you are moving in the right direction.

Achieving External Success



1. **Be educated.** Education gives you the knowledge, skills, and credibility to achieve your maximum potential. In terms of financial success, statistics have shown that the more education you have (i.e. the higher degree you achieve), the more money you are likely to make.^[5]
 - In 2011, the median weekly earnings for high school graduates was \$638 while those with bachelor's degrees made \$1053. That same year, those with masters or doctoral degrees made \$1263 and \$1551 respectively.
 - Not all education has to be formal. Apprenticeships and long-term training programs are also positively correlated with higher incomes. Obtaining a Certificate in your field can help to increase your salary.
 - Educate yourself for pleasure as well. The more you know about the world you live in, the more questions you will have and the more interested you will be.
2. **Manage your finances.** Learning how to manage your money will help ensure your financial stability over time, regardless of your income.^[6]
 - Keep track of your expenses. Subtract your monthly expenses from your monthly income to determine how much spending money you have available each month. Also, review your bank statements often and notice where you spend your money. This will help you prevent over-spending and ensure that your bank statements are correct.
 - Understand your income. When calculating your income, be sure to take into account the federal, state, and social security taxes that will be deducted from your gross pay. Don't overlook miscellaneous deductions, such as health insurance premiums, savings bonds and loan payments. The resulting number is your net pay, which is what you end up taking home with you.
 - Cut back. If you are not earning enough money to cover your net expenses, then look into your expenses to see where you might be able to cut back.
 - Save money. Every month, you should deposit some of your money into a savings account. Consider asking your employer to directly deposit a portion of your income into your savings account.
 - Invest cautiously. If your workplace offers a retirement savings plan, put your excess incomes in that.
3. **Manage your time.** Putting off important tasks until the last minute can cause you unnecessary stress, and increase the likelihood of errors and negligence. Manage your time so that you have enough time to complete tasks effectively.
 - Use a planner to help keep you organized throughout the day, week, and month.
 - Set reminders on your smart phone and make use of its electronic timer for better time management.
 - Make a list of all the things you need to do in a given day, and check off each task as you complete it. This will help you stay organized and motivated.

Achieving Internal Success



- 1. Enjoy the present moment.** If you are constantly dwelling on the past or daydreaming about the future, you are missing out on the present moment. Remember that the past and the future are simply illusions, and that real life takes place here and now.
 - Start paying attention to negative thoughts so that you can move on from them and enjoy the present moment. If a negative thought arises in your head, then acknowledge it, label it a negative thought, and then let it fade away.^[7] Regular meditation or mindfulness exercises can help to make this feel more natural for you.
 - Get in the habit of paying attention to small details around you. Appreciate the feeling of the sun on your skin, the sensation of your feet walking on the ground, or the artwork in the restaurant you are eating in. Noticing things like these will help you silence a rambling mind and appreciate every moment.
- 2. Don't compare your own life to other peoples' lives.** Unfortunately, many people measure their own success by comparing it to the success of those around them. If you want to feel accomplished and happy, you will have to value your life for its own sake.
 - Many people have the tendency to compare the low points of their own lives with the high points of other peoples' lives. Remember that no matter how perfect somebody's life may seem, behind closed doors everybody deals with tragedy, insecurity, and other difficulties.^[8] Pay attention to and limit your use of social media to help you remember this.
 - Rather than comparing yourself with people who are "better off" than you, think about all of the people who are homeless, chronically ill, or living in poverty. This will help you appreciate what you have rather than feeling sorry for yourself. Try engaging in volunteer work to help make this more apparent. This can help to boost your happiness and confidence as well.
- 3. Count your blessings.** No matter how much you achieve in life, you will always feel unhappy if you constantly focus on what you don't have. Instead, devote time every day to appreciating the things you do have. Think beyond material items; appreciate your loved ones, and cherish happy memories.

Cultivating Success in Every Aspect of Your Life



- 1. Look after your health.** A healthy body supports a healthy mind. Eat a balanced diet and ensure that you aren't lacking in any necessary nutrients. Establish the cause of any problems you may experience, such as a lack of energy or a lack of concentration and deal with them by discussing with a doctor, nutritionist and related health professionals. Get plenty of exercise too but make your fitness choices according to what you enjoy.
- 2. Follow up on opportunities.** If you have a chance to shine, take it. If you are worried you won't have time and energy for a good opportunity, ask yourself: would this contribute to my end goals? If it would, then get rid of other commitments in order to pursue this opportunity.
 - Remember, some chances only come around once. You can't bank them.
 - This doesn't mean you should throw away all your savings or get rid of your safety net. It just means you should say yes when you are given an offer to move ahead.^[9]

- 3. Surround yourself with positive people.** Make friends with people you admire for various reasons: because they are happy, kind, generous, successful at work, or successful in other ways. Join forces with those who have achieved things you want to achieve, or who are on their way to a common goal. Don't let jealousy get in your way: nobody's success is a threat to yours.^[10]
 - When making friends with someone, ask yourself if the person makes you feel motivated, positive, and confident, or if they make you feel tired, overwhelmed, or incompetent. Choose to spend time with the positive people, not the ones sucking your energy.



- If you have friends or family members who always make you feel bad about yourself, limit the time you spend with them. Also, make sure to identify relationships that are not helping you to move towards your goals, that stress you out, or that require too much of your time and energy without being reciprocal.
- Look for mentors among the people you admire. If you think you could learn from someone, ask for their advice.

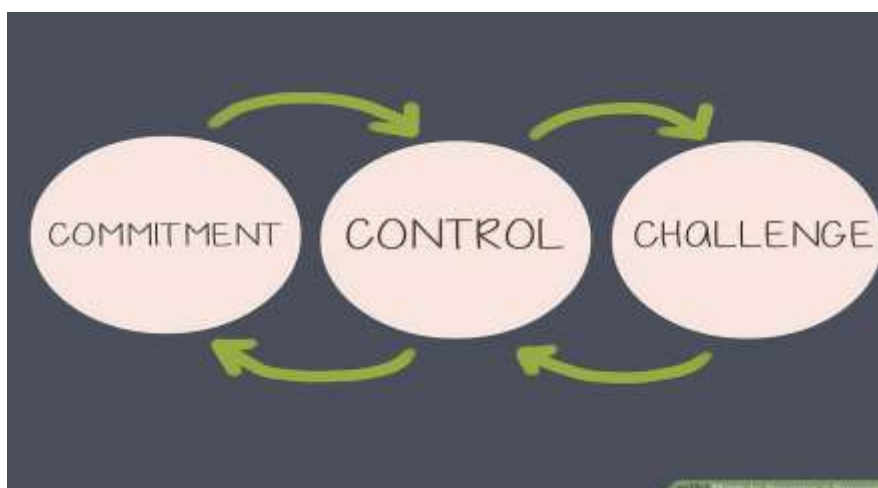
4. Set boundaries with others. Advocate for your own needs. Be caring towards others, but don't accept abuse from anyone. Remember, being a good person does not mean you have to take violent or disrespectful language or actions from anyone.^[11]

- Respect the boundaries others set for you, too. Listen to your loved ones when they tell you they need space, or want to do something alone.

One way to be successful in life is by making a plan for success, starting with making a list of things that you're passionate about. You can ask a friend or family member to help you identify your interests and values, and then set specific, measurable, achievable, relevant, and time-bound goals. When it comes to making a big decision, ask yourself "Is what I'm doing going to lead me to where I want to be in life?" If the answer is no, consider a different option. Be sure to stick to your commitments and take actions every day to achieve your goals.

How to Become a Success

While there is no single secret to success, successful people do have many traits and habits in common with one another. Emulating the habits of successful people, and theorizing how to be more productive in your own life, can help you become a successful in whatever you pursue.



Attaining Success through Healthy Living



- 1. Get up early.** U.S. founding father and successful businessman Ben Franklin said "Early to bed and early to rise, makes a man healthy, wealthy and wise." Research has shown that getting up early makes you more conscientious and improves problem-solving, while also ensuring you get the most from every hour of the day.^[12] Some tactics that can help you consistently get up earlier are:
 - Organize evenings to go to bed at a reasonable hour (that includes ending use of electronics one hour before bedtime).
 - Don't hit the snooze button. Instead, put your alarm clock or timing device on a table across the room from where you sleep, forcing you to get up with the alarm goes off.
- 2. Exercise.** Successful people understand that being at their best means taking care of their body, and this includes regular exercise in order to derive the following benefits:
 - It reduces depression^[13]
 - It improves energy levels and fights fatigue.^[14]
 - It improves immune responses and prevents disease.^[15]
 - It teaches discipline and dedication to goals.^[16]
 - If you don't have time for a dedicated workout schedule, make small changes, like taking the stairs or walking as opposed to driving to a nearby location, to contribute to a healthy lifestyle.^{[17][18]}
- 3. Nurture emotional and mental health.** Research shows that a foundation of emotional health is crucial to overall confidence, which is a key component of successful professional ventures. In other words: Success doesn't create happy people; happy people create success.^[19] Below are a few suggestions for how to take charge of your happiness and create success:^[20]
 - **Commitment:** In this context, commitment means an attitude of remaining involved, despite challenges and set-backs. It means refusing to be isolated in self-doubt and, instead, using disappointments as a driving force behind current and future efforts.
 - **Control:** Control means refusing to be powerless. It means embracing tasks and the corresponding struggle, attempting to influence outcomes as opposed to simply letting outcomes happen.

- Challenge: Challenge reflects an indomitable attitude of viewing instances of stress, whether positive or negative, as fodder for learning and evolving.

Attaining Success as a Mental Process



1. Visualize a plan. Take time to plot out the course of each day. More than just list building, actually visualize the steps you will take to complete important projects and tasks. Research has shown that visualizing activities increases the speed and success of task completion, meaning that when you visualize your plan, you are able to get more done each day.^[21] Below are suggested ways to harness visualization for success:

- Focus your mind on the personal attributes you'll need to be successful. Regardless of whether you are the president of a bank or a school's PTA, there are attributes that all successful people share. Listening, learning, communicating, delegating, organizing, just to name a few, and the kinds of skills that successful people possess.
- Imagine what success will look like. Are you striving to be a successful interior designer, or stay-at-home parent? In either case, it's important to visualize what success will look like for you, down to details like what you'll be wearing and who else will be present.
- Use affirmations. Vision corresponds with verbal and written affirmations. For example, if you want to be a successful golfer, close your eyes and repeat to yourself "I can see myself on the green. I am comfortable and confident and prepared to swing. When I hit the ball, it goes exactly where I want it to. It lands on the green, 2 strokes ahead of par."

2. Know why you want the things you want. Part of success is self-awareness and part of self-awareness is understanding the motives that drive your desires and behaviors.^[22]

- It requires identifying your goals, what is gained by achieving them, and how those achievements positively impact your life. For example, if you want a

promotion at work, ask yourself why. Is it for more money or greater personal achievement? Is it because you are trying to impress someone else?

- By thinking reflexively about your goal orientation, you may even find yourself re-assessing your needs and making smarter decisions. Thus, if you realize the reason you want a promotion doesn't actually correspond with the person you'll have to become to get it, re-consider your priorities and look for ways to maintain personal happiness while still achieving success.

3. Re-prioritize. Write out a time budget that describes what you've done and how long it took for the past week. Take a hard look at where you are spending your time and effort. This includes time spent developing personal and professional relationships, which can play an important role in success.^[23]

- Ask yourself if what you get back from your time investment warrants the effort you've put it. For example, is staying awake at night talking to your girlfriend helping you be more productive at the job you enjoy? Is working 40 hours a week as a teacher's aide fulfilling your personal desire to help children and make the world better?
- Adjust expectations and how to fulfill them. Ask yourself what tasks and responsibilities offer you the greatest overall satisfaction and write them down. Now look at your list and ask yourself what obstacles will you encounter to reach your goals. Are these obstacles things you have created yourself or are they challenges that will make you a better person? Are any of these obstacles things you can remove from your path in order to bring yourself closer to success?

4. Embrace your passion. One pitfall to success is pursuing a goal because it brought someone else success, ignoring your own passion. This doesn't mean that you should act impulsively, but it does mean playing to your strengths and learning how to leverage your creativity and enthusiasm.^[24]

- Good work yields good pay. Instead of aiming at jobs because they pay well, instead aim at jobs that you have enthusiasm for and that you can excel in. Excellence in any field will bring financial rewards.
- You are the product. When people invest in a company, it is rarely because the product they sell is indispensable. Rather, the person at the helm directing the project has vision and inspires confidence. When you embrace your passion, you highlight the key features of your character and skills that make you awesome. People respond to this, and will believe in you.
- Do it because you can't not do it. Think about what makes you want to wake up in the morning. Is it your role at work, your role as a parent, the hobby you tend in the evenings? Look for ways to marry what inspires you to a marketable skill or product and invent your own success.

5. Learn to tolerate discomfort and delay reward. Mental strength does mean not having emotions. It means being aware of emotions you are having, but being strong enough to manage them in the face of unavoidable discomfort.^[25]

- Be motivated. Do you have anxiety around new people? Are you bored with a current task that is key to the success of a larger project. Instead of saying "I wish I didn't have to do [x]," say, "I can get through this" or "Just take it one day at a time."
- Start small. Today you are refusing to watching television until after doing the dishes. A year from now, you are refusing to quit running during mile 14 of a

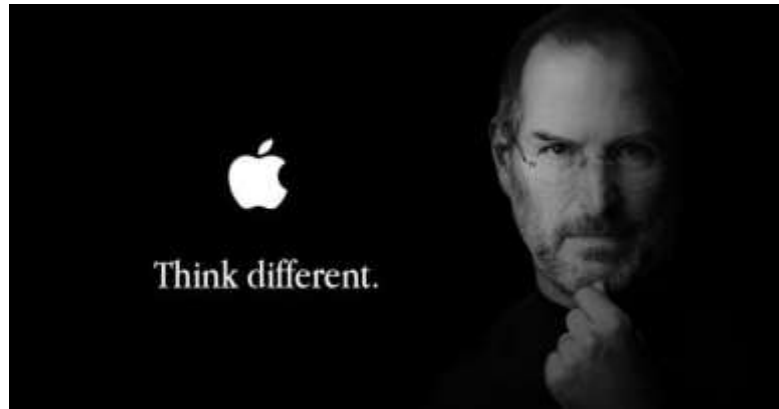
marathon. Training for success is not a finger-snap. It's about maintaining standards and good habits over time and in all aspects of life.

- 6. Reflect on your progress.** In the same way that it is important to have a plan, it is equally as important to take a step back and reflect on what you've accomplished and what still remains to be done.^[26]
- Keep a journal. Some activities such as journaling, list keeping, or using a calendar or vision board help reflection and keeping track of out path to success.
 - Remember that reflection isn't easy. The whole point of reflecting on your road to success is not to pat yourself on the back but to critically assess whether you are meeting your milestones. If not, this may require adjustments to your original plan, or an entire overhaul of what you originally thought you'd be doing.
 - Starting over isn't a loss. If upon reflection, you realize you are on the wrong path, it's time to visualize a new direction. Take stock of what you learned and figure out how to transition yourself away from the path you are on to one that more closely allies with your ambitions and talents.

Adopting the Habits of Success



- 1. Learn from failure.** Successful people aren't born; they are made through accumulated life experiences and that includes risk as well as failure. While acting impulsively is never recommended, taking calculated risks can pay off in the long-run. Even if you don't succeed at everything you undertake, studying failure and learning from it is a key feature of all successful people.^{[27][28]}
- Steve Jobs was fired from Apple in 1985 in large part because he was difficult to work with. However, he returned 12 years later and turned the then-failing company into a success because he had become a better leader.^[29]



2. **Be proactive, not reactive.** Research has linked personal success with proactivity. Therefore, instead of waiting for opportunity to find you, brainstorm ways to improve your life and career and act sooner rather than later. Below are some tactics for becoming more proactive:^{[30][31]} Useful brainstorming techniques include freewriting, making lists, and mapping.^[32]



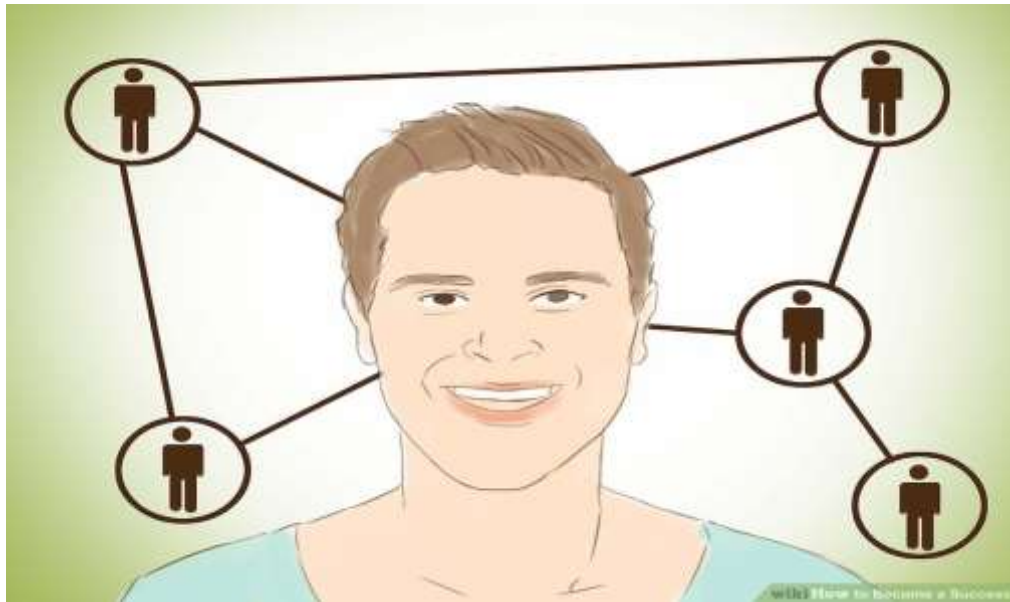
- Anticipate what obstacles you will face and how to tackle them. Related to skills like visualizing is prediction. When we realistically project a path to success, necessarily, we also project the pitfalls along that path.
- Prevent avoidable obstacles. While not all obstacles are avoidable, many can be circumvented by preparation, funding, and training in advance.
- Appreciate timing. Research shows that, just important as taking action, is learning *when*. Act too soon on something you are unfamiliar you, you may look unprepared or fool-hardy. Act too late and you may not get the opportunity to use your skills and demonstrate leadership.^[33]

3. **Surround yourself with successful people.** Success doesn't happen in a vacuum. Every successful person has a long list of friends, teachers, mentors, co-workers, etc. who assisted them along the way. ^[34]

- Look to people you already have in your life who are talented, positive, supportive, motivated, and knowledgeable. Spend time learning from them and collaborating when possible.
- Internships, seminars, and job-shadowing are other great ways to interact with successful people and to learn from them.

- Maybe your goal falls outside of the rat race and you are looking for ways to be successful as a parent, or teacher. The rule is still the same. Find those people who are successful and who you admire. Spend time with them and learn what makes them tick. Emulate good habits to bolster your own ambitions.

4. Nurture strong, positive relationships. Are you attempting to improve delivery of a product or service to a client? Are you seeking out mentorship from other, more senior professionals? Are you looking to improve your skills as a competitive cyclist? Whether thinking logistically or personally, fostering strong relationships is an integral part of success, no matter what the playing field. The following tactics can help you grow these relationships in productive ways:



- Grow your personal network. While every entrepreneur knows that a strong brand and social media presence is key to professional success, these do not take the place of personal encounters, which are the most common source of opportunity and growth.^[35]
 - Foster relationships outside your serious aspirations. Think about your personal life as practice for managing people in professional or employment-related contexts. When you don't listen to the needs of family or aren't a loyal friend, these relationships fail to thrive. It's also important to seek out opportunities to develop relationships with new friends as well, so consider joining a club or attending a hobby meet-up.^{[36][37]}
- 5. Ask questions and listen more than you talk.** Asking questions is a great way to not only be a part of important conversations but it grows your knowledge and increases your likability, as it gives others the opportunity to share.
- Listening to others also gives you the ability to benefit from their expertise and utilize what you learn toward future tasks.
- 6. Take responsibility.** When you outsource blame for your actions, you also take away the ability to take credit for your success.^[38]

- Don't blame failures on outside forces. Instead, analyze what you did and how, next time, you could do it better. Remember that only you decide whether you succeed or fail.

7. Adhere to high standards. Successful people are intensely motivated and possess a strong work ethic.

- Apply yourself fully to each task you undertake. Exceed the expectations of co-workers and supervisors. Do not accept "adequate" but instead always work toward improvement and progress beyond what is required.

Success will never come when one gives up trying to reach it. Success is primarily a result of the effort one puts in. The one who has the greatest amount of hard work, dedication, and skill, will be the one who becomes most successful. Hard work, dedication, and skill are all three difficult goals to be the best at. Once one meets success they must keep working hard, dedicate themselves, and keep a high skill level to stay in the category of success.



EXERCISE:

Answer the questions.

1. What computer and software companies do you know?
2. Which company below did each of these people create?



1. Roger Foster



2. Bill Gates



3. Steve Jobs



4. Scott McNealy

Read the text about a computer entrepreneur.



The idea man

1 Here's a few of the most prolific* entrepreneurs in computer history: Steve Jobs, Bill Gates, Roger Foster.

Roger who?

2 Admittedly, this British entrepreneur is no household name* – but if history had any justice he would be. For more than 30 years, with his ventures, Foster has always been able to spot the next big wave in the industry.

Borrowed start

3 He left school at 16, but qualified as a chartered accountant five years later. It was during his first job at GKN PLC, that 'the light dawned'. Computers were expensive and cumbersome, yet increasingly companies were using them to run back-office* operations such as payroll.

4 So in 1965, with two colleagues and loans from their parents he set up ACT, designing software systems and offering computer programming services to corporate accounting departments.

5 After two years, ACT started making a profit. In fact, it was so successful that it became, in 1979, the first British software company to be listed on the Stock Exchange.

6 Soon after, however, Foster decided that the future lay in hardware. A little chip company called Intel Corp. had launched the first microprocessors not long before, and a few entrepreneurs saw a future in small, personal computers made from them.

7 After distributing a US-made PC called the Sirius for a couple of years, ACT started manufacturing its own version in 1982. The result, the Apricot, was a phenomenal success.

8 Between 1983 and 1985, ACT sold between 40,000 and 50,000 Apricots a year, more than anyone else in the UK, including IBM. At the company's height, recalls Peter Horne, one of Apricot's co-founders, 'We couldn't make enough to satisfy demand.'



Fleeting victory

14 The company's financial products division was in trouble, mostly due to poor sales. ACT embarked on* restructuring. The move led to two sudden profit warnings in 1995; the company's shares slumped. The boardroom was paralysed by infighting between Foster and his managing director, Mike Hart.

15 Seeing ACT's weak financial position, Misys PLC, a UK software house, stepped in, and bought the company for £212 m in 1995.

16 Foster's latest brainchild is Financial Objects, founded in October 1995. The company is compiling a library of software components that companies can then slot together as they wish, something like Lego software.

17 Foster claims: 'In 10 to 15 years, software will be a commodity*, just like the PC now. We want to be the company with the largest set of banking components in the Microsoft world. We can be dominant for ten years if we do it.'

18 The company is the second-largest in its field in the UK, behind Misys – but that's a pretty small field. Last year, it posted sales of £15.5 m and made a small profit. Foster remains confident – but he stresses that he doesn't need the money: 'It's my swansong*, I don't want other directorships and to go to a board meeting every other month.'

19 'Would he ever leave Financial Objects in the same way he left Apricot and ACT? 'Financial Objects has the potential to grow at 30% to 40% as far as the eye can see, and I want to take it all the way,' he predicts. But he adds, 'maybe there is a size at which it is time to move.'



Vocabulary

1 Find words in the text which correspond to the following definitions.

1 developing new ideas for products and software (*para 4*)

designing

2 writing (and entering) sets of instructions for computers (*para 4*)

3 selling a product made by someone else (*para 7*)

4 making a product in a factory (*para 7*)

5 sell a product for the first time (*para 10*)

6 reorganising (*para 14*)

Writing

Setting up a successful business requires careful preparation and planning but also involves a degree of risk-taking. There are a number of questions that all entrepreneurs must ask themselves concerning the products or services that they intend to sell, the competition that they will face, the structure of the business itself and the sources of finance that they will need to open their new venture. This means that all of these parameters must be defined in a **business plan**: a document that shows how the entrepreneur will organise his or her business, how much he or she expects to sell and where the capital will come from. Once this information has been put down on paper, the entrepreneur can then choose an appropriate form for the company, **register** it with the authorities and open for business.

Business plan checklist

1 Details of the business

Name of business
Type of business (limited company, partnership etc.)

2 Personal details

Relevant work experience

3 Personnel

Number of people / job function

4 Product / service

Description

5 Market

Describe your market.
Who are your customers?
Is your market growing, static or in decline?
Who are the main competitors?
What are the advantages of your product or service over the competition?

6 Marketing

What sort of marketing or advertising do you intend to do?

7 Premises / machinery / vehicles

Where do you intend to locate the business and why?
What sort and size of premises will you need?
What machinery / vehicles do you require?

8 Objectives

What objectives do you have for the business?

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