

THE ACHIEVEMENT HABIT

Stop Wishing, Start Doing and Take Command of Your Life

BERNARD ROTH

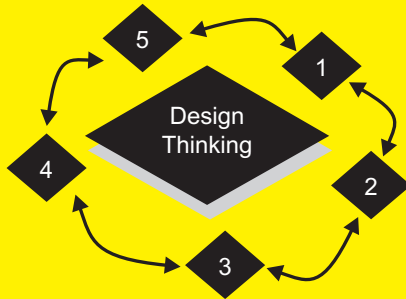
BERNARD ROTH has been professor of engineering at Stanford University for more than fifty years. He is today considered to be one of the world's leading thinkers on kinematics and robotics. In 2003, Bernard Roth was a co-founder of Stanford's highly regarded Design School, called "the d.school." In the late 1980s, he started teaching a workshop on creativity to students, faculty and professionals which is now a highly regarded d.school course. Bernard Roth is a graduate of Columbia University.

The Web site for this book is at www.theachievementhabit.com.

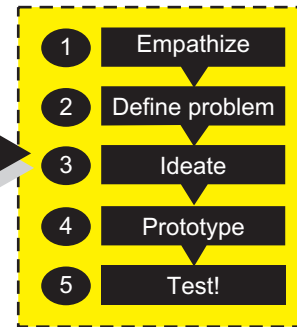
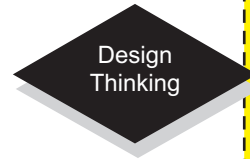
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MAIN IDEA

How do you make achievement a habit in your personal and professional life?



You do this by applying the "design thinking" methodology to your life and career. Specifically, there are five things you should do:



1. Get into the habit of approaching everything using design thinking Pages 2 - 4

Design thinking is a set of five general practices which engineers have developed over the years to solve design challenges. Most of the time, design thinking is applied to external challenges but it is equally effective at being used internally to form and mold the best version of yourself. Use it often.

2. Favor action over thinking – make a 100-percent effort to do things Pages 4 - 5

The key to moving forward is what you do, not what you intend to do or even what you try to do. The difference between trying and doing is if you try something and it doesn't work out, you accept that and give up. When you do something, you have intention and attention which means you find a way. Doing is everything.

3. Don't be intimidated if the odds are against you – they always will be Pages 5 - 6

The language you use and the way you communicate will profoundly influence how others view you. It will also influence how you feel about achievement and whether or not you make achievement a habit rather than a rare occurrence. Learn and apply good communication skills and you lay a foundation for achievement.

4. Do what you can now – we all face a final countdown so don't delay Pages 6 - 7

Whether you like to admit it or not, humans have a finite lifespan. You should be thankful for problems that make you think and work hard. Life is basically a problem-solving exercise and the clock is always ticking down. Be thankful for that and think of problems as opportunities to learn and grow. Problem solving is a basic life force.

5. Be the cause of good things – not the victim of circumstances. Page 8

You'll achieve more if you decide to be the cause in the matter rather than waiting for someone else to do something or for the right circumstances to arise. Make a commitment to test things out for yourself and see what happens rather than relying on what other people say. Be the cause, not the victim.

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