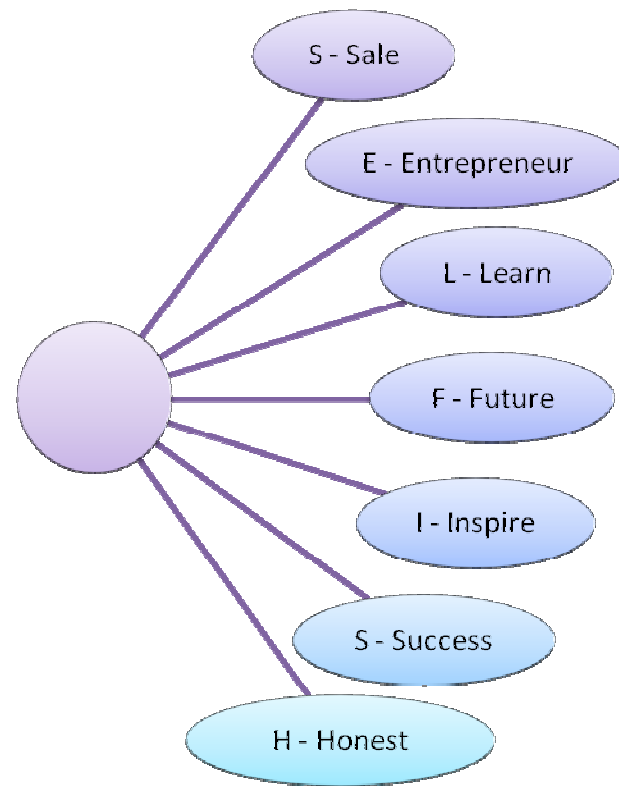


So Selfish Success System™

Figure 1: Entrepreneurs & Decisions



“Selfish- a judgment readily passed by those who have never tested their own power of sacrifice.”
– George Eliot, *Silas Marner*

Introduction

The word **selfish** can be defined as:

‘Devoted to or caring only for oneself; concerned primarily with one's own interests, benefits, welfare’

However, this model is not about exploiting others or a lack of consideration for others; but rather includes the importance of inspiring others.

It has been documented that the selfish trait (or gene) can increase chances of **survival**.

Background

We use this model to analyse day to day decisions and help decide where to devote our focus.

As well as, figure out how to prioritize our time. It also helps us re-focus on what should be done and achieved.

It's for determined and ambitious entrepreneurs who need to a positive spin on the word ‘*selfish*’.

Each of these areas can be broken down even further with strategies & guidance →

Try It, Apply It

1. **Sale**

Is there something you can **assist** the person or business with? Are they interested and **willing to buy**? If not, why not? Alternatively, customer **feedback** can be used to improve your strategy. It may mean that pricing, cash flow, marketing, and sales techniques need to be reviewed and updated.

2. **Entrepreneur**

Analyse the context of each situation to clarify whether you are really being **entrepreneurial** or acting out of fear? Who has **control** or ulterior motives? Who are you taking advice from – are they achievers/qualified/knowledgeable/pessimistic/optimistic/etc?

3. **Learn**

The majority of opportunities can be a good chance to learn and develop your **skills, confidence** or awareness. There is also value in this.

4. **Future**

Each decision you make should contribute to your future **happiness, wealth or growth**.

5. **Inspire**

It brings great satisfaction to be a **role model** and inspire others to achieve their goals. This can be done by sharing knowledge or your own experience.

6. **Success**

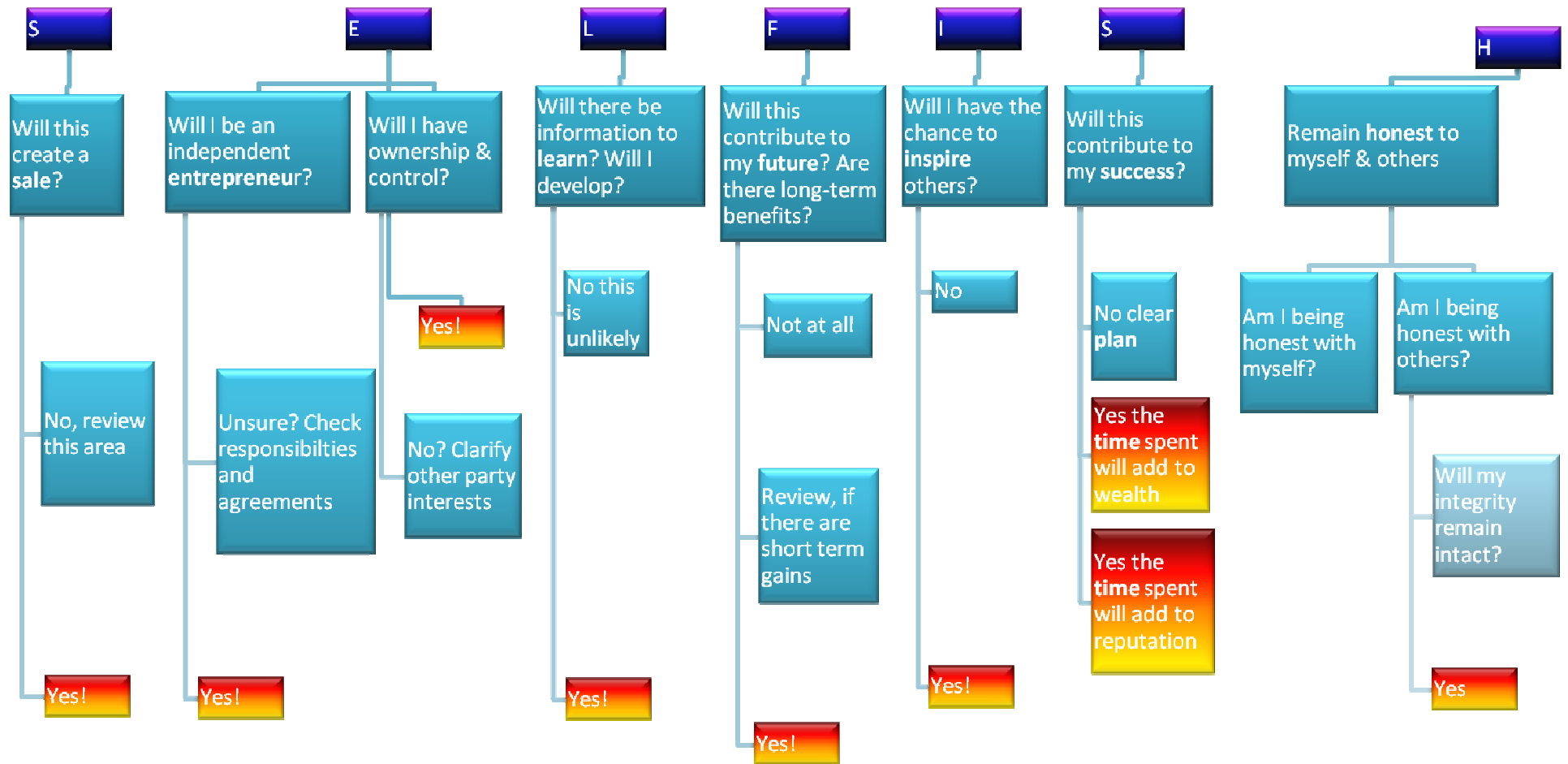
Being successful doesn't happen overnight and it will take **commitment**. As well as perseverance and persistence to build your legacy.

7. **Honest**

It is important to maintain inner **values** and beliefs. **Transparency** and **integrity** are also vital. With every decision that is made, and with every person you meet, test if you are being honest with yourself about all possible outcomes. And of course, are others being honest & clear with you?

[Use the decision making tool on page 4 to help you with your strategy](#)

Figure 2: Decision Making Tool



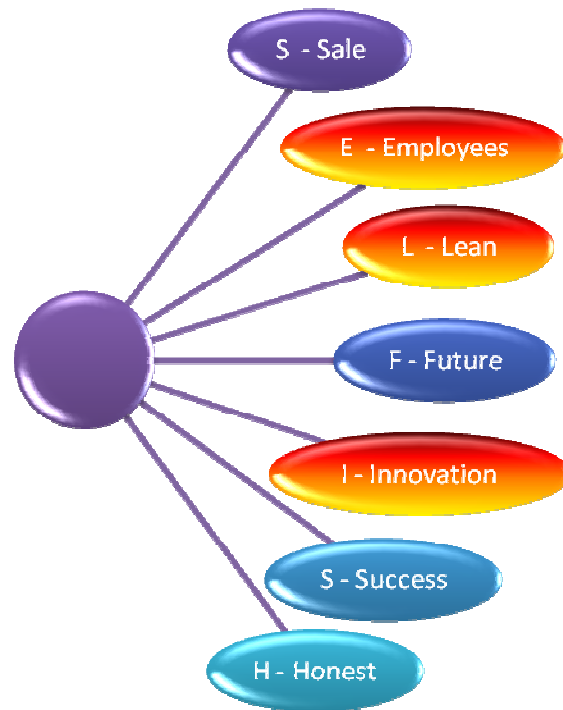
What next?

- Tally up how many ‘Yes!’ answers you have for the idea or proposition. If there is a majority, then you are likely to have made a clear positive decision. Of course there will still be risks involved and you will need to research and plan the next steps required.
- If you couldn’t answer yes to each area then you should spend more time **reviewing & analysing** the decision and gathering all of the **information** you need.
- It doesn’t necessarily make it is a bad decision – but you need to figure out if you are interested in spending your time on this.
- Most ideas will have some ‘Yes!’ answers and some uncertain areas. You can still follow through with these ideas – just **prioritise** which idea/proposition is most important and whether it will be beneficial to put all of your time into this. If not, you can still dedicate a small amount of time and develop gradually.

So Selfish Growth Generator™

After mastering the system at an **individual** level you will be ready to move onto the **enterprise** stage. This is an extension that can be applied when running a large business. The fundamental areas are similar to the 'So Selfish Success System' but you must now consider other stakeholders every day. It will be important to link **employees, changes, risks, policies, customer satisfaction and technology**.

Figure 3: Take it to the next level



Contact me to apply this to your business.

Unblock Your Freedom

NoelBookkeeping

Let me know your feedback and/or questions, I'd love to hear from you.

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