

# The Winning Edge

The winning edge refers to the distinction which separates the best from the rest. This distinction is often small; however, the difference in rewards can be huge. The winning edge says that small differences in knowledge and ability can lead to enormous differences in results. To illustrate this concept, we will use a sporting example. In a horse race, a horse that wins by a nose still earns 10 times more prize money than the horse that places second. The 1<sup>st</sup> place horse is clearly not 10 times faster—10 times better—than the second horse; it is only a nose better. Nonetheless, the slightly faster horse wins most of the purse. The 1<sup>st</sup> place horse benefits from the winning edge.

## Getting the Winning Edge means adopting a Winning Spirit

Individuals with the winning edge operate like well-oiled machines and they benefit from it both personally and professionally. When thinking about the winning edge in the context of your role as a financial professional, it's important to remember that earnings alone do not define success over the long-term. There will be several other aspects that lead to an improved quality of life at home and at work that are simply immeasurable. To have the winning edge, you need to develop a winning spirit: ownership and vested interest in a result.



This attitude is instrumental in creating present and future success – as uniquely defined by you.

## All Systems Go

One of the most important shifts you can make is to embrace a systems-based approach to every aspect of your role. This systems-based approach means that every process and activity that you would execute is planned, scripted, rehearsed, and refined. This approach allows you to benefit from the following:

- Enjoy increased job satisfaction associated with working in a proactive, process-driven environment.
- Improved productivity and efficiency: meaning you end the day, week, and month feeling completely empowered and satisfied with your accomplishments (instead of overwhelmed and frustrated).
- Receive positive feedback from clients as they express their gratitude to you for all that you do for them (because you are now able to consistently provide a professional, consistent and predictable client experience).
- Direct your energy to the activities which will help you achieve your goals. That in and of itself is exciting – who wouldn't want to adopt a process that would allow them to reach their goals?

The systems-based approach is the primary reason why people buy franchises. Anyone could make a sandwich as good as Subway, but people buy a franchise because the day-to-day procedures have been perfected. Franchisees don't spin their wheels. They follow a well-documented, time-tested process. More importantly - why are franchises so successful? It's because their customers know exactly what to expect – the consistency is virtually guaranteed. Your clients are no different: they crave consistency and predictability. Now you will be able to provide it to them – every time.

## **Enjoy the Winning Edge**

Achieving the winning edge requires patience, but like exercise, it is worth it. If you were to do thirty push-ups right now, it would be the last ten that would contribute the most to your strength building. However, you need to do the first twenty push ups to get the benefit from the last ten. In the same way, it may take some time for you to fully adopt and implement all the systems-based approaches you will learn in this program. However, if you follow each of the best practices in order through to completion – this program will ultimately give you the winning edge – professionally and personally.