



Get what you want

Here are the seven keys to help you get what you want out of life:

1. Recognize that you are the source of everything that you want.

Stop waiting to inherit it, win it, marry it, or expecting it to come from any source other than you. You can have anything that you want, all it requires is working with your thoughts, feelings and intentions.

2. Understand that the process of attaining what you want (the how) is more important than the end result (the what).

It's really a matter of personal growth, changing your thinking and expanding your beliefs about what you deserve to have. Once you have mastered the how, you can have what you want when you want it. It is the old adage about teaching a man to fish in order to feed him for a lifetime.

3. Don't underestimate the power of your thoughts, emotions and intentions.

Your thoughts are the model of what you want. Everything that was invented in this world began as a thought in someone's mind first. Emotions energize thoughts. The more passionately you want something, the more rapidly you bring your thoughts into form. Intention acts to direct your thoughts and emotions. The clearer you are as to your purpose or intention the more likely you are to get what you want.

4. Think about what you do want as opposed to what you don't want.

I want a loving relationship is a far cry from; I don't want to be alone for the rest of my life. I want an abundant life is not the same as; I don't want to be poor.

I want to be healthy is not I'm tired of being fat. Your thoughts form the model of what you want. Whatever you focus on is what you are likely to receive, as your energy follows your thoughts. If you focus on what you don't want, that is exactly what you will end up attracting into your life. We work perfectly to produce the results that we are getting, so choose to intentionally program the results that you really want.

5. Ask yourself what you think, having what you want, will give you that you don't have now.

If you had more money, or a relationship or children or a better job, or were thinner, what needs or desires would be satisfied? Usually the underlying answer to this question is something like security, freedom, love, happiness or inner peace. Dig down until you get right to the essence or core of what you really want in your life.

6. Determine ways that you can bring the essence of what you want into your life right now.

Don't wait to get what you want, how can you be happier, more secure, have more love or inner peace right now? Ask yourself what it would take to feel and believe these things now. If you think that being thinner would attract more love into your life, how can you attract more love now? Perhaps you can be more loving towards family, friends, people in need in your community. Perhaps you can start by loving, nurturing and pampering yourself more.

7. Act like you already have what you want in your life.

If you want a successful business then act as if you already have one.

Visualize what you would look like, feel like, and think like, if you were already running a successful business. Each morning just before you get out of bed imagine you running your successful business; start a picture scrapbook showing your perfect life as you are running your successful business.

Where will you operate it from; your home, an outside office? Who will work with you? What services will you provide and to whom? What kind of income will it provide?

What will you be able to do with this income for yourself, your family, friends, for your community? Put together an action plan that will move you in the direction of your dreams. Each night as you slide back into bed, ask yourself, "What did I do today that moves me in the direction of what I want?" -sideroad.com

Reaching your full potential: Overcoming fear

Each of us has untapped potential. When this potential is embraced and used, it can have a powerful impact on our lives.

Think about a 2%, 5%, 10% shift in how we are living our lives at home, school, work and play. Small shifts and changes can powerfully impact our lives. But what gets in our way? What obstacles must we overcome? One obstacle for people is fear, and fear can be limiting at best and paralyzing at worst.

My family and I went camping over the spring break holidays. We camped at a beautiful State Park -- Falls Creek Falls -- in Tennessee. It is a wonderful place to visit and explore with breathtaking views, hiking trails, and waterfalls.

Some of the hiking trails have suspension bridges connecting the trails over vast gorges, some bridges being



more than 100 ft. high. Like the one in the Indiana Jones movie. As my wife, two boys and I approached a very long bridge suspended at least 100 ft. high

my oldest son quickly took off across the bridge and yelled for the rest of us to join him.

As I approached the bridge, while he was crossing, I yelled out to him the typical parent concerns -- Be careful! Hang onto the rail! Walk slow! If the bridge breaks... What was I thinking? What was I feeling?

I became acutely aware of an enormous amount of fear for him, and fear in me while I was crossing this high bridge. When he got to the other side, he turned, waved and yelled, "Come On Dad!" I walked slowly across the bridge noticing an incredible amount of fear and runaway thinking happening with me, which had me considering not going forward. My son was on the other side and I had a choice, to let the fear stop me or not. As I walked across the bridge the fear increased profoundly inside of me until I got to

the other side. Once I was over the bridge, my son and I high-fived and walked back across the bridge. As we walked back across I experienced no fear. What happened to the fear?

That experience highlighted this point to me. That there are times in our lives when we want to do something -- be a better student, be a better parent, improve our personal or work lives, improve ourselves athletically -- but fear can creep up inside of us and we become unsure of ourselves. Unsure if we can achieve -- "getting to the other side". Most of the fear that stops us from achieving what we want or need to do to improve our lives, is nothing more than self limiting beliefs.

If we will just take the risk, take the appropriate steps and embrace our fear(s) we can meet our goals. sideroad.com

Confidentiality and your employees

No company wants to lose its valuable sensitive information to a competitor, potentially creating negative client situations and compromising future growth. The vigilant protection of company information is an issue that needs to be discussed with employees during their employment and, more especially, as they are leaving your employ. What practical and legal steps can you take to guard your company's secrets?

Start at the beginning

The best time to have an employee agree to confidentiality obligations is right at the time of hire. Managers (or HR professionals) should have employees sign a confidentiality agreement unless they have already signed a document with confidentiality provisions during the interview process.

At times, it may also be desirable for a company to require stronger post-employment restrictions, such as non-compete obligations, on a key hire. In most states, non-compete agreements are fairly routine. For example, in California, the conventional wisdom is that enforceability is limited-which is generally true. There is, however, some belief for enforcing agreements that do not actually prevent that restricted employee from earning a living within his or her field.

What are trade secrets, really?

The core of confidentiality obligations is the protection of trade secrets. While many states have statutes to help protect trade secrets, specific confidentiality provisions in the terms and conditions of employment re-enforce those protections, calls them to the employee's attention, and binds the employee to them using the employee's signature. A trade secret may consist of any formula, pattern, device, or compilation of information which is used in one's business and which gives the employer an opportunity to obtain an advantage over its competition. Generally, a trade secret is a process, device, or information intended for continuous use in the operations of the business.

Trade secrets can include customer lists, pricing structures, business strategy, marketing plans, financial information, product development strategy, intellectual property, current and anticipated research and development, and inventions. Following are some questions that should clarify if you're not sure if some



information, a device, or a formula constitutes a trade secret:

- Is the information known outside of the employer's business?

- Is the information known by employees and others involved in the business?

- What measures does the employer take to guard the secrecy of the information?

- What is the value of the information to the employer and to the competitors?

- What is the amount of effort or money expended by the company in developing the information?

- How easily or readily could the information be obtained by a competitor through an independent source?

Note that trade secrets need not be technical in their nature. Market-related information and documents may be deemed to be trade secrets, and thus confidential.

Is a customer list a trade secret?

Though very important to every company, customer lists may or may not be considered a trade secret protected by confidentiality obligations. If the customer list contains specific customer information such as the key contact person, particular needs or requirements, or other information about customers that would be advantageous in the business but not publicly available, then such lists should be considered a trade secret and receive protection accordingly.

Some practical ways to protect corporate assets

Employers should disseminate to their employees a written trade secret policy that specifically identifies customer information, anticipated R&D projects, pricing, and other similar items as trade secrets. Most trade secrets are documented in some fashion,

whether in paper files or computer disks. Here are some suggestions for keeping trade secrets:

- If it's a trade secret, label it! Mark confidential documents with the words CONFIDENTIAL or TRADE SECRET. But be selective. If all documents or files are labeled secret, even those that are not, the label may lose its effectiveness.

- Do not distribute confidential documents beyond the pool of people who need to see them.

- Securely store your documents and protect them from inappropriate access and disasters such as fire.

- Back up your computer information, and keep the duplicate files secure.

- Shred documents before discarding them.

- Erase boards and destroy flip charts after meetings.

- Collect all excess documentation after meetings.

With the increasing use of e-mail, intranets, and portals, companies also need to set up appropriate policies for technology security, including hardware, software, and data. Using firewalls to protect Internet access, employing reputable encryption programs on email, restricting access to servers, and developing sophisticated database security protocols are all valuable steps in ensuring that electronic copies of trade secrets are not deliberately or inadvertently released. Proper virus protection is also crucial to assure that critical documents are not damaged or destroyed.

In the era of telecommuting, too, be aware of the substantial risks posed by employees who take work home or work at home regularly. Employers should address this situation specifically in their confidentiality agreements and employee policies. As recent headlines revealed, even highly secure organizations like the CIA can be embarrassed by employees (even directors) who work on confidential matters on their home computers-with Internet connections offering potential access to hackers around the world.

When an employee leaves the company

If a Separation Agreement is executed at the time an employee leaves the company, confidentiality provisions can be included in that document. As a starting point, the agreement



can repeat the confidentiality obligations included in the Proprietary Information and Inventions Agreement that the employee signed when first employed. The same areas can be covered: trade secrets, non-solicitation (of the company's customers and of the company's employees), and non-compete (to the extent enforceable in your particular jurisdiction). Confidentiality obligations can be modified to fit the particular circumstances of the employee's departure from the company.

If no separation agreement is signed at the time an employee leaves, only the confidentiality provisions previously agreed upon will apply, together with any statutory protections such as the general trade secrets protection and the specific patent and copyright laws. In these cases, TriNet recommends that you at least remind the employee of these confidentiality provisions and of your company's intent to seek enforcement thereof in court, if necessary.

If you have questions

Preserving trade secrets is an essential part of doing business and staying ahead of the competition. Have employees with access to vital company information enter into written restrictive agreements with regards to confidentiality, non-solicitation, and non-competition. Keep in mind that such restrictions must be reasonable enough so that the employee's ability to earn a living and use his or her expertise with another employer is not unduly hindered. Also, confidentiality agreements should specifically mention what information or activity is considered "off limits."

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Goals make you more challenging, and expand your growth and help to keep you focused

Always have some goals that are easy to reach. Simple goals and short-term goals will motivate you as you achieve them and keep you headed toward larger goals.

Make yourself stretch with long-term goals.

Long-term goals are usually two years or longer. These goals set the stage for your plan of success. They challenge you, expand your growth and help to keep you focused.

Share your goals with affirmations.

Speaking your goals out loud in the form of affirmations will not only help to feed your own sub-conscious mind, it will also allow others to support your efforts too. You are more likely to achieve your goals if your friends, business associates and family know about them. Only share your goals with people who encourage your growth and success and avoid negative forces.

It always amazes me how many goals I achieve by sharing them with others. My friends, family, business associates and even my audience attendees help me to stay on track and keep me moving toward my goals with continuous positive encouragement.

If you have a tendency to disappoint yourself before disappointing others, you may not feel comfortable sharing your goals. Yet, most people who don't share their goals often don't really believe that they can accomplish them. This negative self-doubt feeds your sub-conscious mind and begins to sabotage your results. To avoid this, move away from any negative self-talk and start sharing more often.

Prioritize, yet be flexible.

It is best to decide which goals are most important for you to achieve. Date your goals accordingly in the areas that will reap you the largest return on your investment of time and money. Ask yourself, is this task moving me toward my goals faster or holding me back from reaching my peak potential?

Be open and flexible to changes around you.

Due to unforeseen circumstances, you may need to adjust the due date of your goal or reevaluate and cancel it altogether. Often, the goals that receive the most attention are most likely the goals that will change frequently too.

Understand why you want to achieve your goal.

Why do you really want to achieve your long-term goal? What will it do for you or how will it change your life?

Clarify the root of why you want to achieve your goals.

Is it to earn respect from others or to create a better lifestyle for your family? Will your goal have a profound impact on your life or others?

Don't let your ego get in the way of setting big goals.

Honest evaluation of why you want to achieve your goals will bring valuable insight and newly discovered personal development. The more you understand why you want something, the more motivated you will be to keep working at accomplishing your goals.

Don't give up.

You will get discouraged from time to time and may even start to doubt yourself. That is just human nature. You will also get busy, side-tracked, and may have a ten-



dency to procrastinate. But don't stop! Keep moving toward your goals - one step at a time.

The reason many people do not set goals is the fear of failure. Yet the only true failure is to not attempt to try new things and to set new goals. If you don't try, you'll never reap the rewards. If you try and only partly succeed, you still are a success, and you will have achieved more than you've got right now.



Get to work on your goals for this year! Once you accomplish them you will discover more confidence and feel more empowered. That is your special gift to yourself. -sideroad.com