



Seven Steps to World Domination

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It doesn't matter if you are a small business owner, manager, CEO, employee, or aspiring entrepreneur; you want to be the best you can be.

You don't have to be a billionaire in order to be at the top of your game. In fact, you have more in common with the world's most successful business leaders than you may think—you are probably already using some of the strategies they use without being aware of it.

To help you raise and sharpen your self-awareness there are seven key strategies that all leaders use, regardless of their industry. These steps lead to what I describe as “world domination.” All of the seven strategies build and support each other, forming a strong pyramid. As you read about these strategies, imagine how you would use each one when building your business or career.

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1 Fortifying Your Foundation: Know Yourself

Right off the bat you need to be honest with yourself. You need to be aware of your strengths and weaknesses. How can you distinguish between a good opportunity and a bad one if you don't know your strengths and weaknesses? You can't. If you want to succeed, use your strengths and work on your weaknesses.

Lessons if you are a business owner or manager: It's critical to draw on your strengths but to also adapt to the world as it changes. Remember everyone has room for improvement. You are not perfect (despite what your mother may have told you). This also means not being afraid to give honest feedback to your employees—after all they need to have some guidance. If you have the right mix of business culture and employees, giving constructive criticism helps fortify your business's foundation and enables both the organization, and individuals within that organization, to grow.

Lessons if you are an employee: Organizations want employees who are positive, team oriented, dependable, efficient, and creative. They want team players and go-getters; not glory hounds. Take the time to understand the culture of your organization. Be honest and take a hard, long look at yourself. What would be the three words that describe you?

Lessons if you are an aspiring entrepreneur: You must develop a business plan before taking the plunge. Capital is important, of course, but having a defined mission statement will help ground you and keep you from veering off course.

2 Building Your Knowledge

Success is a living, breathing thing that needs to be nurtured. You feed that fire in your belly with hands-on experience and book knowledge. Mentoring is also another great way to expand your talents. Remember you don't want to be competent. You want to dominate, and in order to do that you have to evolve. If you are a small-business owner, you not only want to be a top performer yourself, you want your employees to work hard and excel. And if you are an employee, your boss wants the best out of you because an organization thrives when its employees execute at a high level.

Lessons if you are a business owner or manager: How do you motivate your employees to get ahead? How would you describe your culture? Do you incentivize your employees to get more hands-on experience or knowledge? How do you empower them?

Lessons if you are an employee: Would taking a class help you in your career? What about learning from coworkers or setting up a relationship with a mentor? Remember, a mentor doesn't

always have to be someone older than you. You need to view yourself as a sponge, willing to soak up the knowledge of those who have the experience.

Lessons if you are an aspiring entrepreneur: Learn as much as you can about the industry you want to get into. Listen to people in the community you hope to do business with (or compete against). What do they want? What can you do to set yourself apart from the competition? What kind of experience do you have in this industry?

3 Defining your Opportunity Strategy

World domination is different to everyone. Your definition will be unique to you. As we discussed above, you need to be honest and ask yourself what opportunity means to you. You may be at a crossroads, or going to the next level of your business, career, or aspiring career, so defining a strategy may mean taking radical steps to reset your course. You internalize whatever life lessons and experiences come your way, so be sure to learn from them. You need to have the courage and the conviction to define your opportunity strategy and stick with it.

Lessons if you are a business owner or manager: When you are defining or redefining your company, you need to assess the overall situation, analyze how your company is failing, and then set out a plan to retool your mission statement. You then need to use that statement to help keep

you focused on achieving success. You need to ask yourself a series of questions such as: What does your company stand for? What services do you want to provide? How will you stand out from the competition?

Lessons if you are an employee: If you have strategy ideas, write them down and ask your boss if you can share them with him or her. Study the competition. Are they showing any weaknesses that could open the door of opportunity for your organization to expand its footprint? Are there inefficiencies that can be addressed? These questions could help you identify possible opportunities for yourself and the company.

Lessons if you are an aspiring entrepreneur: Just like a manager or business owner a mission statement is key. It helps you focus your growth plans and determine the right opportunities to take. You need your goals spelled out.

4 Passion

As with the rest of life, there are always emotional highs and lows when you work. Passion is the fuel that keeps you going and inspires you along the way. But there's a fine line between being passionate and blinded by the pursuit of being number one. The latter can cause you to

get careless. You can't let the emotional highs and lows cloud your judgment. You need the resolve and character to inspire, yet at the same time not take careless risks.

Lessons if you are a business owner or manager: You need to remind yourself that big ideas take time to develop. Success is not built overnight, and as the old saying goes, "Rome wasn't built in a day." You need patience and passion to get you through the peaks and valleys when you are trying to grow your business. Make sure your team is on the same page as you, and that they share your passion to achieve whatever goals you have laid out for your company. This is where teamwork is key.

Lessons if you are an employee: Leaders want employees who are engaged. Are you engaged? Your actions speak louder than your words. How would you honestly rate your productivity and efforts toward achieving your organization's goals? Remember, leaders are looking for the next generation to help the company grow. Are you part of that next generation?

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Lessons if you are an aspiring entrepreneur: Do you want it bad enough? Are you consumed by what you want to do? Your passion will help you make that leap.

5 Stay the Course

Unfortunately, it doesn't matter what environment you work in, negative people are always in the mix. When you set a course, there may be naysayers who doubt you. Hear them out if you respect their opinions, but if you don't agree with them, don't be swayed. Remember, this is your life and you are the only one accountable for the decisions that you make. If you want to home in on your passion and build a business, you need to be comfortable with the path you take. Don't worry about what others think. Remember, in the end, it's your blood, sweat, and tears that are woven into the fabric of your business or idea. The key piece to this strategy is listening and keeping a pulse on the environment you are working in.

Lessons if you are a business owner or manager: In order to stay on your course you need confidence. You also need to be a good listener to hear other points of view. An employee might have a valid point. If it feels like they're simply whining, maybe your team doesn't understand your goals. Sometimes you may have to remind others of your core principals and end game.

Lessons if you are an employee: Listening to those up the food chain and executing to the best of your ability is your goal in this strategy. Remember, the decisions you make and how you execute them will also impact your own career. If you are looking to move up, ask yourself: Will this help me achieve what I want in my next career move? If you are delegating or offering up new ideas, can that help you with a promotion?

Lessons if you are an aspiring entrepreneur: In order to jump on an opportunity you need to keep your ears and eyes open. Good leaders are always evaluating, and they have a good business structure and expense model in place so when an opportunity comes knocking, they are ready. Are you?

6 Execute Effectively

Successfully achieving this strategy means paying extra attention to details. By carefully analyzing the details of a possible opportunity, you can then carry out your plan effectively. This level is where all the strategies come together. You need to differentiate yourself from your competition—the details of what makes you special are critical.

Lessons if you are a business owner or manager: One of the biggest challenges facing executives, managers, and small business owners is blocking out the noise of the here and

now and focusing on the future. In order to effectively circumvent distractions, you need to pay attention to details at both the macro and micro levels, and to the advantage of time when investing in a company.

Lessons if you are an employee: It doesn't matter if you're working as a cashier in a small business, or at a Fortune 500 company, your productivity depends on your attention to details. This means taking time to focus on your work and not rushing through anything. You also need to communicate effectively. Just as "top-down" communication is important in an organization's success, how you communicate "up" to your manager is just as vital. How can an organization execute effectively if everyone isn't on the same page?

Lessons if you are an aspiring entrepreneur: You don't want to rush through things to jumpstart your new chapter in life. You need to self-edit your career and the steps you will take in order to make your entrepreneurial dreams come true. To help keep those details in check, set a timetable and do your due diligence in analyzing possible outcomes.

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“World Domination”

Whether world domination—success—comes in the form of expanding your business, getting a job promotion, or leaving your job to embark on a new career or business, your apex is what you want it to be. Remember it’s all about being the best there is in your job or industry.

There is just one fundamental question in this final strategy and, again, you have to be honest with yourself when answering it: How much would it kill you to see someone else get really successful with your original idea, or what you think you’re good at because you didn’t want to see it through? Are you really willing to give up “world domination” in the area you’re passionate about? Only you know the answer, and it lies within your heart and soul.

Lessons if you are a business owner or manager: Remember, you set the example for your team. You have been the creator of the culture and the mission statement, and the source of passion, focus, and determination. Why would you want to cut corners when you have painstakingly kept an eye on the details, enriching your staff with knowledge and confidence? All your strategies have come together—don’t be afraid to try for world domination.

Lessons if you are an employee: When you work within an organization, your version of world domination might be a promotion that would lead in turn to running the company itself.

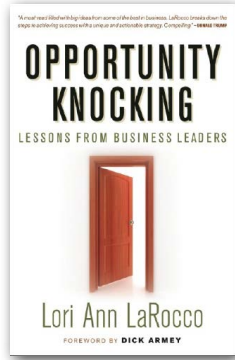
Remember, you need to view yourself as a brand and remember what your endgame is. Everything you have been working on in the last six strategies has brought you to this level.

Lessons if you are an aspiring entrepreneur: Remember, your end goal has always been to go out on your own. The timetable you set to achieve this goal could have taken longer or shorter than you anticipated, but at this level, you should be at the point where the reasons to move forward surpass the reasons not to.

Remember, being presented with an opportunity does not automatically result in success.

It's the strategies you use when assessing that opportunity that make the difference. 📌

Info



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ABOUT THE AUTHOR | Known as the producer with the trillion-dollar Rolodex, Lori Ann LaRocco knows how to get business leaders and entrepreneurs to talk. Many of the world's most well-known executives are so trusting of LaRocco, veteran journalist and senior talent producer at CNBC, that she consistently gets scoops on billion-dollar deals before anyone else. In her newest book, *Opportunity Knocking*, LaRocco uses her close relationships with these organizational leaders to tell their stories—many of which have never been previously revealed, but offer brilliant insights into their minds.

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