



# 7 Top Mind Hacks

**High-Achieving CEOs  
Use in their Business**

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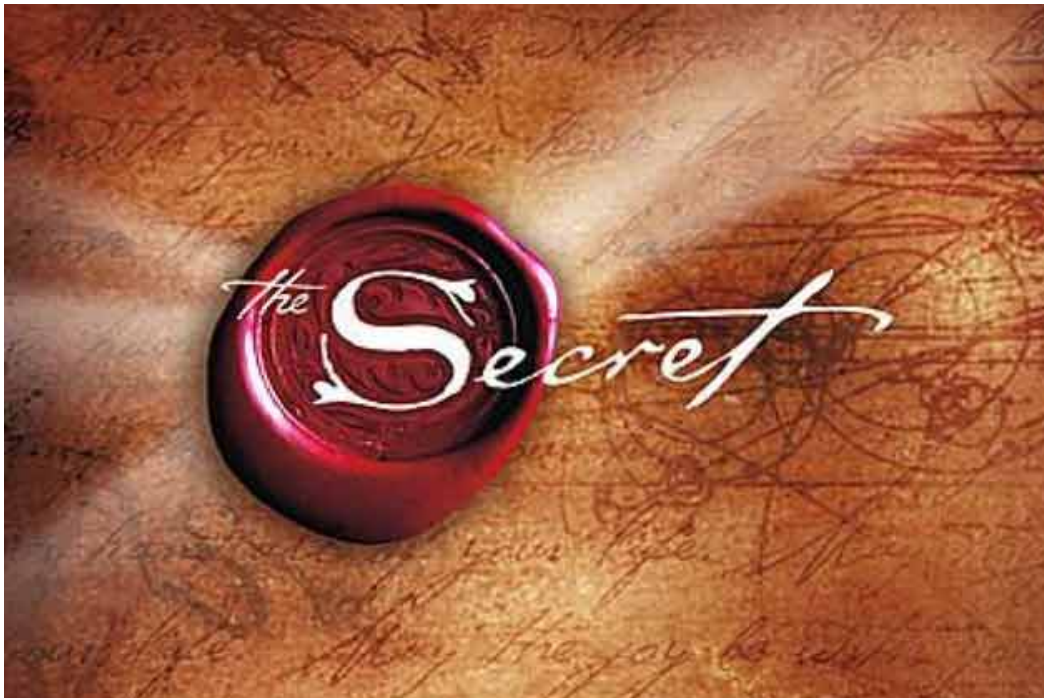
## INTRODUCTION

Everybody knows of Bill Gates, Jeff Bezos, Elon Musk, or Oprah Winfrey, just to name a few. They are the highest achievers of our time. So what is their superpower?

It's their *mindset!*

(If you want to skip the intro, go right to page 10, or jump to page 23 for the conclusion).

Already in 1937 Napoleon Hill found that the most successful people of his time, Alexander Graham Bell, Henry Ford, Charles M. Schwab, John D. Rockefeller, Theodore Roosevelt and many others, had a few things in common. Andrew Carnegie, himself a billionaire, asked Hill to interview over 500 millionaires to find "the secret", a success formula that could be used by the average person. This "secret" was made into the now famous movie of 2006.



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All great victories were traced back to having the *mindset* of a successful entrepreneur or executive.

All of them trusted 100% in their abilities, their vision, their mission, their strategy; and were able to act on those, with a burning desire and a non-quitting spirit.

**All accessed the power of the subconscious mind. None were able to do it alone.**

## RESEARCH

The compilation of the following 7 top millionaire's mindset hacks is based on studies by the Harvard Business Review, Forbes, Inc. com, Entrepreneur, and my own experience.

**Harvard Business Review** embarked on a 10-year study, the [CEO Genome Project](#).

The study found a surprising disconnect that starts with an unrealistic yet pervasive stereotype, which is shaped in large part by the official bios of Fortune 500 leaders. It holds that a successful CEO is a charismatic six-foot-tall white man with a degree from a top university, who is a strategic visionary with a seemingly direct-to-the-top career path and the ability to make perfect decisions under pressure.

Surprisingly, very few of the successful leaders fit this profile.



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Successful leaders exhibited the following behaviors:

87% of executives, according to a 2014 survey from Korn Ferry, *deliberately* develop those behaviors; they dramatically raise the odds that they'll become high-performing chief executives.

1. Deciding with speed and conviction
2. Engaging for impact
3. Adapting proactively and
4. Delivering reliably.



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**Inc.com** published an article about [Thinkers50](#) who were asked to contribute to a book containing a collection of brief letters that include guidance, wisdom and personal insight across the fields of strategy, leadership, innovation, organizational change, and more.

Here's how the folks at the Thinkers50 frame it up: The job of CEO has never been so challenging. Staying fresh and maintaining momentum is incredibly hard.

Their advice? Stay curious and think in six new (counter intuitive) ways.

Their six themes and some related nuggets of wisdom include:

1. Think people, not data.
2. Rethink what success looks like.
3. Open up.
4. Eliminate to accumulate.
5. Ask courageous questions.
6. Be the future.

**Also from Inc.com** comes an article about 30 habits that you should adopt to be a successful entrepreneur or executive.

One of them that stuck out to all of them was *consistency*.

Other notable tips were, e.g. from Mike Bloomberg, who said: I don't do bad days.

Some others are: start each day with an infectious positive attitude, try a new thing every day, stay informed about what's trending, experiment constantly, make punctuality a priority, make lists, exercise, meditate, listen to self-improvement books. Make time for everyone on the team, surround yourself with people whose skills complement your own, make time for fun, focus on nutrition and appreciation.

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Another important tip: Use a 70/30 approach to professional life; learning to be comfortable making 100% of a decision with 70% of the data.

Another article, published in **Forbes Magazine**, shows the conclusions authors made in their book [How Leaders Improve: A Playbook for Leaders Who Want to Get Better Now](#), who write about the *ripeness* of a leader, his or her readiness to improve, and about seven mindsets necessary for successful leadership development.



Readiness to improve is apparently an important aspect, just like for elite athletes, or in a Navy SEAL team, where one of the four core priority is readiness at the individual and team level.

It's a mindset that drives people to take actions necessary to generate the results, and it starts on the first day of training.

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According to the authors, the 7 mindsets necessary for successful leadership development are:

1. Openness to improve
2. Ambition
3. Desire for ROI
4. Believe that it's important
5. Fear of consequences of inaction
6. Soul searching
7. Commitment to self-improvement

**Murray Newlands, VIP contributor to Entrepreneur Magazine**

writes about cultivation of the mindset of a successful entrepreneur.

He finds that successful leaders need to have the following four important interrelated aspects:

1. Anticipate failure
2. Let go and delegate
3. Stay curious, learn new skills
4. Follow your instincts

**From many others sources** e.g. **Tony Robbins**, it has been clear that the success of a company, an entrepreneur, or an executive depends 80% on mindset and only 20% on strategy, tactics, goals, and their execution.





## MY OWN EXPERIENCE

As a physician, initially in general and trauma surgery, then specializing in Ob/Gyn, I needed to learn how to quickly make decisions about the next best procedure, sometimes in order to save a life. Developing a mindset of not getting fearful or anxious in dicey situations was of utmost importance, especially in triage situations.



## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

I also experienced the actions of a high achieving executive on a daily basis as I've lived with one for 40 years (and still do). My husband was the successful CEO of a \$600M global manufacturing company, and now owns and manages his own businesses in manufacturing cutting-edge modular industrial structures, supporting private equity companies, and turning around troubled businesses.



From coaching executives and recently the CEO of a \$100 million company, I found that there are seven most important mindset attributes that help executives and entrepreneurs become successful.

So what are the top 7 mindset hacks of the (multi)millionaire?

## MIND HACK 1: RETHINK WHAT SUCCESS LOOKS LIKE, GO FOR THE BEST ROI

*'The purpose of business really is not to maximize shareholder value but to make the world a better place for everybody' - Costas Markides*



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However, it is YOU who makes that decision. What is YOUR purpose for your business (and life)?

What is success for YOU?

To answer these questions you must get crystal clear about:

- Your purpose
- Your vision
- Your strategy
- Your goals

From those follows your ACTION PLAN based on your desire for the best bang for the buck or other ROI (return on investment) in, say, personal growth, health, skills, relationships, or even spirituality.

Success can look very different for folks. If you have a family with young kids it will look vastly different for someone who is single and their 50s.

Never forget to look at your life in its entirety when defining your success!

The sad fact is that 97% of people have never really thought about their life's purpose or their vision.

They live life by default. They think they have no choice.

Nothing could be further from the truth! I am living proof...you can check my story out below:

<https://ultimatesuccessmindset.com/about> and <https://marriedlovesuccess.com/about/>

## MIND HACK 2: BELIEVE WHAT YOU DO IS IMPORTANT AND BE THE FUTURE

The CEO of a client organization found that his success was directly tied to the effort of conducting a review process for himself, other C-level executives and middle managers, and then acting on the feedback they gave him.



## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

Believing that what you do and what your team does is important will support the connection to the desire of the individuals to improve.

Napoleon Hill already stated that the first step of success is having burning desire and the knowledge that it truly matters. The second step is having faith in the attainment of this desire.

If YOU don't believe in yourself or your business, no one else will.

If you waiver and waffle, others will be confused and start mistrusting your decisions.

High performing executives instill confidence that they will lead the team to success.

Be the future! See yourself as the successful entrepreneur, living the life you want, enjoying an abundant life style, being happy and healthy. "The future creates the present"...If you see yourself in that bright future, your brain will look for ways to get you there. Your actions in the present will always be influenced by how you see the future, so you better make it a good one!



## MIND HACK 3: THINK PEOPLE NOT DATA; GET HELP

*'Data doesn't create meaning. People do. The executive needs to be far more than a data analyst. He should constantly strive to see the world from a customer's point of view... He must dare to trust his instincts.'* – Martin Lindstrom

High performers balance customer and co-worker needs with an unrelenting focus on delivering business results. They then get people on board by driving for performance and aligning them around the goal of value creation.

Madeline Bell, CEO of Children's Hospital of Philadelphia, says: "I identify the detractors and their concerns, and then I think about how I can take the energy that they might put into resistance and channel it into something positive. I make it clear to people that they're important to the process and they'll be part of a win. But at the end of the day, you have to be clear that you're making the call and you expect them on board."



## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

Be aware that your mood and body language can greatly affect your communication. Much unintended damage can be made by the by a stray word or gesture.

I remember seeing my Karate instructor shaking his head at something, and believing it was addressed at me, immediately stopped bobbing and weaving while sparring. A stupid thing to do, as you can well imagine...

The CEO I was coaching repeatedly said: "It's lonely at the top".

Well, it need not be! My husband never felt lonely at the top. He assembled a strong team who proudly followed his lead.

If you have the best interest of your employees in mind and invest in their growth when the time is right, you will instill trust and increase engagement.





## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

If you are a solopreneur, you *must* find support from peers or a coach.

Nobody can do it all alone. Your business won't grow as much as it could before you admit to yourself that, no matter how hard you work, you can't run it on your own. A great idea can turn into a great business only when you find and trust the right people to help make it happen.

Richard Branson actually attributes Virgin's growth during the early days to his ability to delegate and let go.



## MIND HACK 4: DECIDE WITH SPEED AND CONVICTION; DON'T FEAR FAILURE

'A decision too late is no decision; an action too late is no action.' – Mario K.



Fear the consequence of *inaction* more than failure.

You cannot fear failure, you must anticipate it. Successful company founders said the most important reason for their success was their ability to learn from mistakes. Learning from failure is how we succeed.

## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

My father, also a high-achieving CEO, always said: "For better or for worse, this is my decision, and we'll stick with it until it needs to be revised".

Note that he mentioned for better AND worse... Yes, it's possible, that down the road and with 20-20 hindsight, there could have been an ever better decision. But, 'the better is the enemy of the good' and if you wait for the better, nothing will ever be achieved.

Decisions always have two components: What do you need to decide? By when do you need the decision to be made? In other words, there is always a time frame.



The 70/30 approach to professional life serves Tom Cotney, CEO of [Mblox](#), well.

Cultivate good judgment by learning to be comfortable making 100% of a decision with 70% of the data. This approach forces you to weigh what is really important and to understand the remainder of the data isn't worth the time it takes to collect. Target being right 70% of the time with everything you do. Any extra time you spend on being right means you will miss opportunities.

## **MIND HACK 5: STAY INFORMED, ADAPT PROACTIVELY, EXPERIMENT**

Stay informed about trends in your niche, learn new skills if necessary, and adapt pro-actively.

CEOs who excel at adapting are 6.7 times more likely to succeed according to the Harvard study. Adaptable CEOs spend 50% of their time on long term perspectives. As a result, they sense change earlier and make strategic moves to take advantage of it.

Adaptable CEOs also recognize that setbacks are an integral part of changing course and treat their mistakes as opportunities to learn and grow.



Sometimes you need to experiment, test and re-test. If it doesn't work, analyze, learn, tweak your approach, and move on.

Plus, experimenting can be fun! Or even lead to the billion dollar idea..

# MIND HACK 6: CULTIVATE GREAT HABITS IN LIFE; HAVE A POSITIVE MINDSET

All of the most successful executives and entrepreneurs stress having great habits in all aspects of their life.

**Be conscientious about your nutrition, sleep, and exercise** to stay healthy in mind and body.

Your brain will be thanking you!

*'I don't do doubt and I don't do bad days. Running a business is really hard. Having a bad day is a choice.'*

– Michael Bloomberg



**Start every day with appreciation and gratitude.** Nothing good ever comes easy. Hard work and dedication always pays off. A positive mindset is key to overcoming all obstacles.

Just as negativity is infectious—think: One rotten apple at the bottom of a barrel ultimately will ruin them all—so is positivity. Choose to be positive.

Additionally, **never stop working on self-growth.** Do your inner work!

Sometimes it is really hard to stay positive in the face of adversity. Most people give up when they encounter failure after failure. It all comes down to their beliefs. However, if you see failure as a stepping stone for improvement, failure will not be scary anymore.

## MIND HACK 7: CULTIVATE GREAT HABITS IN BUSINESS; ACT LIKE A HIGH-ACHIEVER!

**Be reliable.** Mundane as it may sound, the ability to reliably produce results was possibly the most powerful of the four essential CEO behaviors. Boards and investors love a steady hand, and employees trust predictable leaders. A key practice here is setting realistic expectations up front.

Harvard's data supports the paramount importance of reliability. A stunning 94% of the strong CEO candidates that were analyzed scored high on consistently following through on their commitments.

Louis XVIII, King of France in the late 18th and early 19th century, is reputed to have said, "Punctuality is the politeness of kings." This goes for executives or anybody with a team as well. If a leader is consistently late, it tells others that he or she is unreliable or has no respect for the time of the individuals he or she works with.

I chose a contractor based on him saying: "I'll be the first guy on the job, and the last to leave". It conveyed reliability and instilled trust.



## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

CEOs who ranked high on reliability employed several other tactics as well. Three-quarters of them were rated strong on organization and planning skills. Most importantly, they surrounded themselves with strong teams.

As a leader, it's easy to feel like you need to know or do it all, but you will never be the best at everything. A mentor of mine once told me to focus on my strengths and team up with talented people for the rest.

**Always ask questions.** Without new questions there is no space for new answers. Provide opportunity for others to ask you questions and for you to ask others. Being in a mastermind group of peers is extremely helpful!

**De-clutter** your space, your desk, your inbox. Find what practices or procedures are time-consuming and redundant or are blocking you and your people from doing the best work. Then get rid of them.

**Clear beliefs** that are holding you back, keep you in fear, make you uncomfortable, indecisive, or anxious.



## WHAT'S NEXT?

Look over these top mindset attributes and ask yourself where you need to learn, where you need to improve, and where you need to let go.

- Do you know what success looks like for you?
- Do you know that you are important, and why? Are you the future?
- Do you know that people are most important and how to handle yourself and them?
- Are you decisive and don't let fear stop you?
- Do you know how to adapt to changing times?
- Do you have great habits in place for your life in general?
- Are you practicing great habits in business (reliability, curiosity, clarity of space and mind)?





## 7 Top Mind Hacks High-Achieving CEOs Use in their Business

When you fall short, most of the time it will be because of some issue based on fear.

It's not your fault; this is just the human brain's bias on negativity.

In the cavemen days our ancestors had to constantly be on the lookout for dangers. Wild animals or enemy tribes could attack without warning. Storms, floods, or fires could prove deadly.

These primal fears, fear of extinction, fear of mutilation, fear of loss or autonomy, fear of separation, and fear of ego-death, are the basis of all humanity's other fears.

The brain evolved to deal with these dangers by always being alert and holding imprints of negative experiences more strongly.

As civilization emerged, dangers lessened, but the imprints stayed. New imprints were layered on top of the old ones, and passed on via the genetic code.

As soon as you were born, you started to form beliefs. Throughout your childhood your brain got imprinted with belief after belief..

If you were loved, nurtured, appreciated, soothed, and cared for: YAY for you!

If you are one of the genetic rare visionaries, the 3% of people who relish challenges and don't let fear stop them, you already know you can achieve anything you set your mind to. You likely are buddies with Sir Richard Branson, Jack Canfield, Warren Buffet or Michael Jordan...

If not...you're SOL. Well, not really.

## 7 Top Mind Hacks High-Achieving CEOs Use in their Business



As we have seen, having a bad day is a choice.

YOU are the creator of your reality, nobody else. YOU can choose to change your attitude, your focus, and your beliefs. You can even rewire your brain, and change your genetic code!

Since 80% of business or entrepreneurial success is based on mindset, don't you think cultivating a mindset of victory is your most important job and this mindset will become your most valuable asset?

Because beliefs actually create your experience, you can change your experience by changing your beliefs. This includes the beliefs you hold about yourself, about others, and about the world. Beliefs are not "right or wrong," "good or bad," or "true or false." They're simply tools we use to shape our reality.

This is where my program: "**Shift your Beliefs—Rock your Business**" comes in. It helps you change limiting beliefs fast—and for good.



Find out more and request a complimentary  
**'Clarity and Momentum'** Strategy Session right [HERE](#)



# ABOUT THE AUTHOR

"I mentor coaches, consultants and other online service experts to create their signature suite of marketing tools and offers so they can enroll the right-fit high-end clients to maximize profits and live worry-free".



Dr. Irena Kay is a retired obstetrician/gynecologist, international best-selling author, now being hired as Business and Executive Coach or Relationship Success coach.

In addition to her medical doctorate she holds certifications in Clear Beliefs Coaching, Law of Attraction Coaching, Therapeutic Resolution Coaching, and Marriage Facilitation.

Having counseled thousands of women about their most intimate issues she now helps them turn around their relationship after saving her own rocky marriage and enjoying a passionate love relationship with her husband of over 30 years to be happy again, every day!

Dr. Irena is also coaching executives, CEOs and entrepreneurs to **break through any barriers** with her proprietary NeuroYouth™ and Clear Belief techniques.

After studying countless experts and doing extensive research into neuroscience, the brain, memory of emotional trauma, and ancient oriental wisdom and medicine, a system began to emerge that **merges mindset with strategy** to "make magic happen".

Dr. Irena is passionate about bringing this system to the world, and is, in addition to personal coaching, writing books, hosting her own TV show, and speaking at events.

Learn more: <https://ultimatesuccessmindset.com/about/>  
and <https://marriedlovesuccess.com/about/>