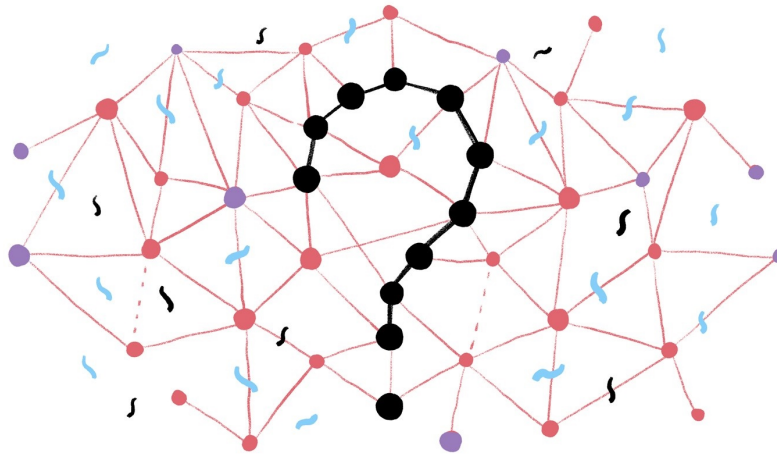


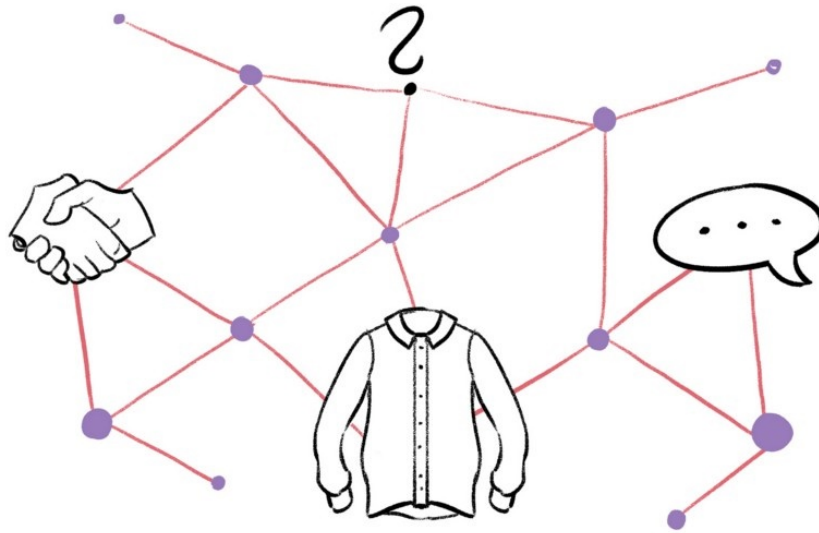
'Algorithm' of success

If you want to not only stop at a good level, but the best, ENGAGE is the formula to help you achieve that.

How could a 14-year-old computer addict like Jack Dorsey be a serial entrepreneur (those who set up a new company after having owned one or more businesses before), as well as bright houses? and CEO of both Twitter and Square? How can 3M (Minnesota Mining and Manufacturing Company) be consistent with improving and developing extremely simple but unique products like Post-it Note ? These stories have nothing to do with luck. That is an algorithm.



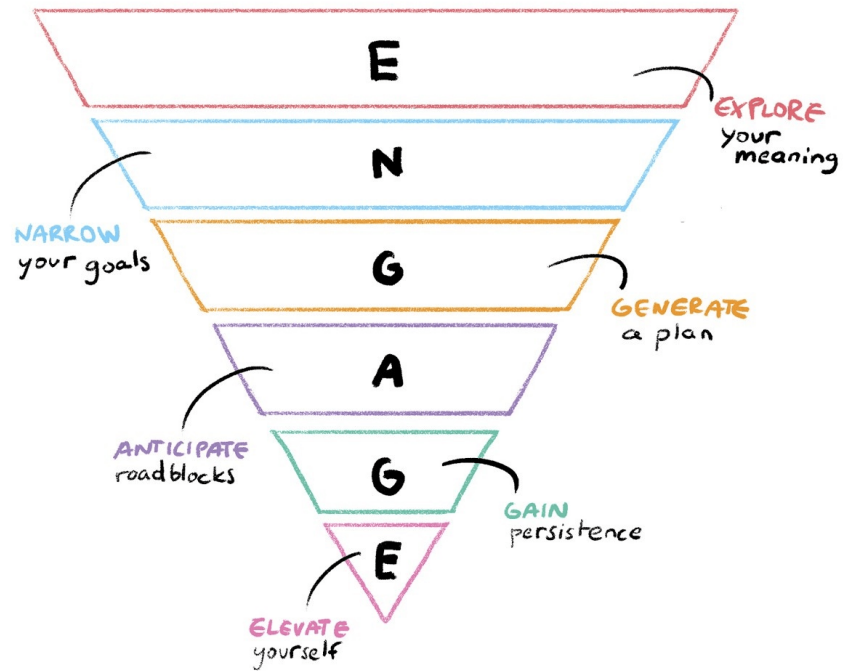
When I was 21, I first went out of Europe to America. I only speak broken English and do not know what I want, even if I will live anywhere, I do not even think about it. My top strategy is to get along with the new culture. I'm obsessed with how people shake hands, how they dress and how they whisper to each other. And I take note, literally, write it in words. The first thing I only considered as a way to survive in a new environment is now becoming a real concern: I am learning more about the ways of communication, psychology and the art of planning. strategic planning. I am looking for rules that few people pay attention to.



You can call what I found to be an "algorithm" (Algorithm) - the formula that people use to get success is within their capabilities. This algorithm can be copied, personalized and I call it **ENGAGE** - because it is an abbreviation made up of the first word of other words, but also because of the key point of "secret recipe." "This is the match between the potential, the purpose and the people around you. It is about spending more time on things that are really important to you so you can achieve what you want both in work and daily life.

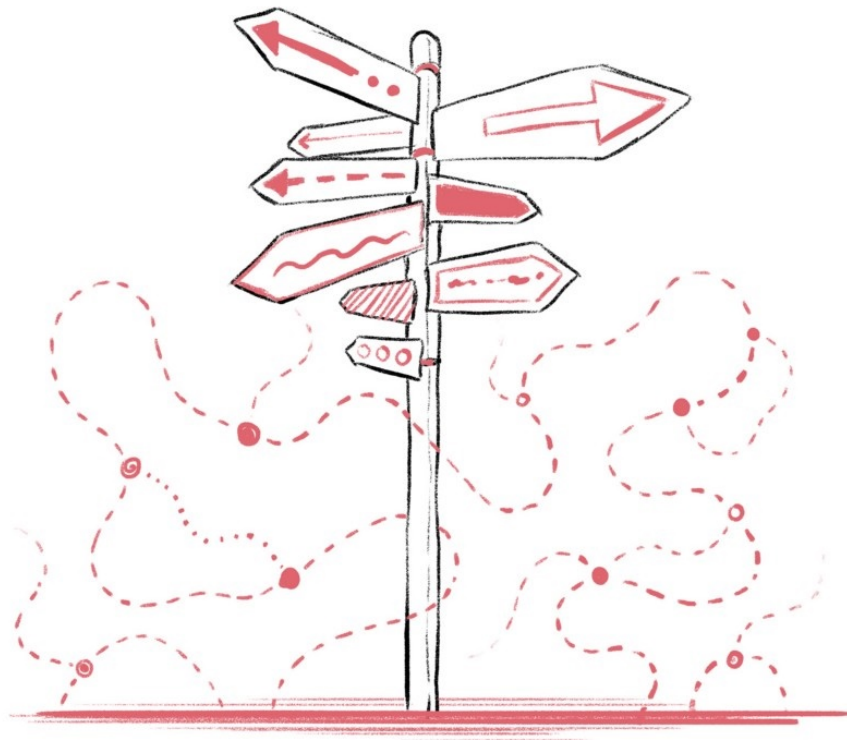
So what exactly is **ENGAGE**?

ENGAGE is a **6-step process to discover what motivates you and uses it to achieve career success.** It is easy to see that many people have problems in the way of advancement because they think at a high and strategic level like knowing their purpose or value is like "soft skills" and not really focusing on First on them. However, this type of thinking is exactly what makes startups able to build successful startups, office workers are promoted and politicians are elected. Sure, you can still advance in your career without applying this formula, but then you'll realize, you can't go any further.



If you want to stop yourself at a good level, but best, then ENGAGE is all you need to know and do right now.

E: Explore your meaning (Look for your meaning)



Even if you think you can or can't, you're right - Henry Ford.

A few years ago, a psychologist from Harvard University Ellen Langer and a group of researchers conducted the following experiment: the participants were divided into two groups and put into a simulation model. aircraft cockpit. In it, a real simulator and a chamber were broken. Each member of the first group was asked to imagine them as pilots and wearing military clothing made them "act" even more. Meanwhile, the other group was put into the broken chamber without anything else. In addition, each group underwent a vision test that was secretly added as part of the implementation of this experiment.

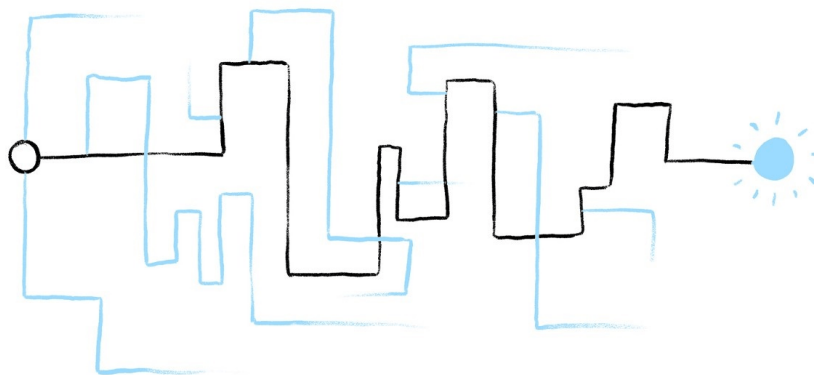
As a result, the Langer team found that the "flyers" in the real simulator had a marked improvement in vision. Langer concluded that pretending to be a good vision, like a pilot, made the members of this group look better. After conducting this study and some other studies, Langer has affirmed that the power of the mind is, in fact, very "harmful to the brain" and has a tremendous impact. What if we thought we were a confident or creative person?

In my case, I decided to think of myself as a "very assertive" person. So, I wrote this phrase on a piece of memory paper and copied it into many different versions stuck on the desk as well as the refrigerator at home. Seeing this motto every day also makes me make decisions faster, even if I do them unconsciously.

Think about things that are important to you. What makes your life meaningful? We often easily forget our values ??- things that make decisions, motivate and make each person feel more confident. If you are not connected to your own values, limited confidence will control you, such as *"I'm not smart enough"*, *"I lack the environment to grow"*, *"I don't have enough money"*. . But the truth is, you are the mysterious factor in this formula. If you change your mind, your life and people will change.

So what is the first step in discovering your meaning? Recognize your 3 biggest core values, then identify the steps you can take each week to unlock these values. Do you value creativity? Take 15 minutes to draw doodle? Do you like adventures? Go to a new location every week. That's all!

N: Narrow your goals (Narrow goals)



Life is short, fragile and does not wait for anyone. There will never be a perfect time to pursue all your goals - Anonymous.

If changing minds seems to produce amazing results, so is setting goals. In 1961, when John F. Kennedy announced that the United States would take a man to the Moon by the end of that decade, many people thought it was paranoid. However, without Kennedy's ambitious goal, it would be difficult to know whether Neil Armstrong would set foot on the Moon eight years later.

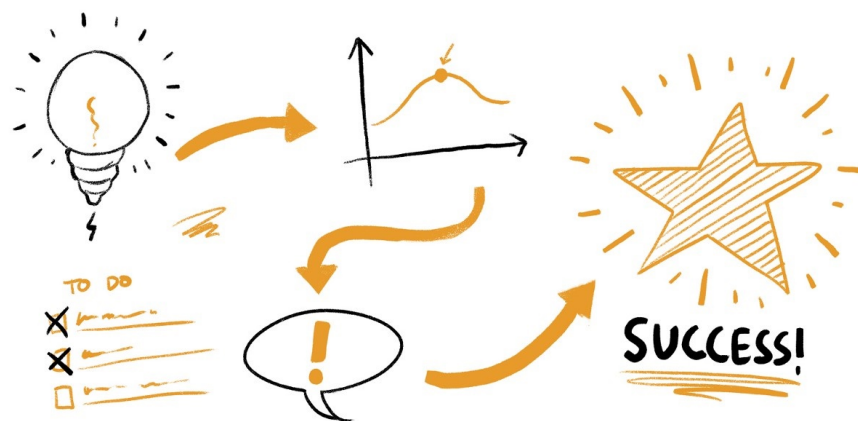
Growing up in Europe but I always imagined I lived and worked in New York to the point that when I was 18, I went to IKEA and bought a big black and white picture of Manhattan skyscrapers and hung it at the top bed. This is how I visualized my dream so I can think about it every night before going to sleep.

Many studies show that setting goals, itself, has also been a "small algorithm" for success. In 2010, researchers from McGill University investigated whether writing targets on paper had a positive impact on students who had difficulty learning or not? After 4 months of tracking students who are required to set clear goals and detail strategies to achieve them, the team fulfills the requirements showing an average increase of about 30% in results. Study in comparison with students without specific goals.

Therefore, once you know what you value, it's time to set your own goals. The destination is clear. Speak them out. Write them down. Does your goal ensure SMART rules - simple, measurable, achievable, realistic and specific timelines?

What is the next step in narrowing the goal? What's more important than identifying smart goals and writing them down is understanding what you won't do. Learn to say no. The key to achieving that goal is to select what you need to do in your time and energy compatibility.

G: Generate a plan



A goal if not with a plan, it will only be a wish - Antoine de Saint-Exupery - French writer and pilot, famous for his masterpiece Little Prince (The Little Prince).

Standing between you and achieving your goals is usually just one person - the boss, the HR manager, the professor or maybe an investor. Often this person will be in your network. What you need is a plan to connect with them in a way that benefits you. However, how will you do it?

Very simple.

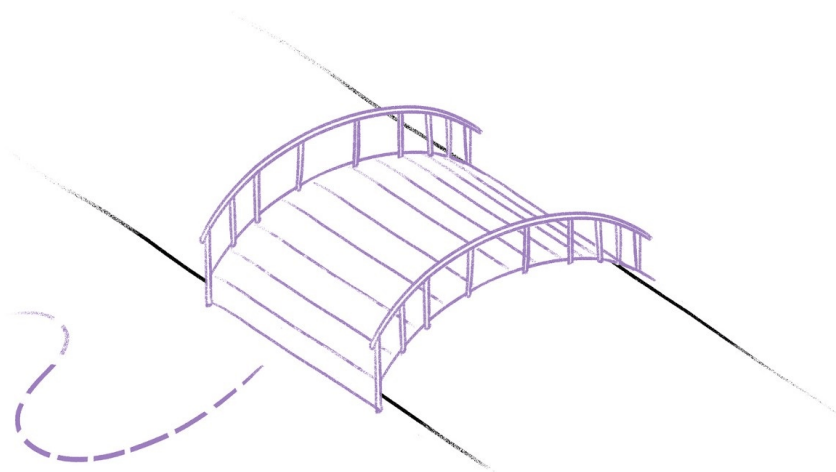
According to Professor Lauren Rivera from Kellogg School of Management, managers tend to recruit candidates who believe they can become friends. Therefore, the recruitment process is not simply a search for people with appropriate skills for the job but also must be consistent with the culture of the business. In other words, people often trust the people they consider to be like them.

I started jogging because my boss challenged me to run a marathon. Not only do I get the benefits of exercise, but I also have a great topic to discuss whenever I go into my boss's room. By creating common ground with others, you can develop much more intimate and close business relationships.

The good news is that if a person can help your goals become reality, that person may be you already know. Do some surveys like between them and what characteristics, behaviors and concerns do you have? What habits can you learn and apply for yourself? Successful people always know how to "assimilate" their surroundings in the way they want.

What is the first step in planning? Business executives spend about 90% on meetings and respond to emails. Spend a private time connecting with important people. Finding people can help you accomplish your goals and plan to reach them.

A: Anticipate roadblocks (Predict obstacles)



Everyone has a specific plan for them until they get punched in the face - Mike Tyson - the legendary American boxer.

You have realized where you want to go and how to get there. Are you ready to start. But no matter how detailed your plan is, you can't avoid getting caught up in certain obstacles.

At the age of 20, Benjamin Franklin developed a personal plan aimed at becoming a "morally perfect" model. This plan includes meditation, eating well and saying no to sex. In his autobiography, Franklin explained that it was the road that eventually led him to succeed as a politician, diplomat and a politician. However, he also realized that he needed a plan with enough flexibility to cope with unforeseen barriers.

These obstacles can be our people, our circumstances or our limited beliefs. They can become tasks you must accomplish to achieve your goals. However, to learn how to predict and turn around obstacles, you need to solve

the most difficult people or the most challenging jobs first.

Participating in hard work is not exactly what you expected. For example, you will have to start by thinking positively. According to the Mayo Clinic, positive thinking will help you overcome stressful situations, reduce the harmful effects of stress on your health. So, when faced with a certain barrier, the best thing you can do is relax, breathe deeply and relax.

I have developed a simple mechanism to keep balance when I feel stressed. I drank two glasses of water and thought of something that pleased me. Water glasses have absolutely no "special ingredients" at all, but by creating such habits, I have found a great solution to keep my body free of water and excess. It was a lot of trouble to go through.

How can you anticipate obstacles? Break the goal down into steps. For example, if you want to promote, you need to: (1) complete an important project and (2) bring many new customers to the organization. Let's take into account the mistakes in the process: if the deadline is found, only a new customer can be found. From now on, remember that even if that happens, it's not the "end of the world" yet. !There is always a solution to the problems you encounter.

G: Gain persistence (Hold persistence)



If you want something you have never done, you need to be prepared to do things you never dared to do - Thomas Jefferson - America's 3rd President.

Emmy's award-winning movie actor Jon Hamm has only been successful by sewing - or at least something like that. When director Matthew Weiner saw a "new face" that did not require a lot of "Mad Men" shows, he found a way to approach Hamm during an audition. Very lucky? Yes, however, before becoming Don Draper, Hamm spent many years waiting and preparing for a wonderful opportunity, from teaching drama and acting as a supporting role to producing bullshit movies. Hamm shared that "the voice in his mind" always reminded him to continue and never gave up because the time had come. People who always think that they are lucky are always ready to commit themselves to the greatest risks and they are the ones who always receive the rewards.

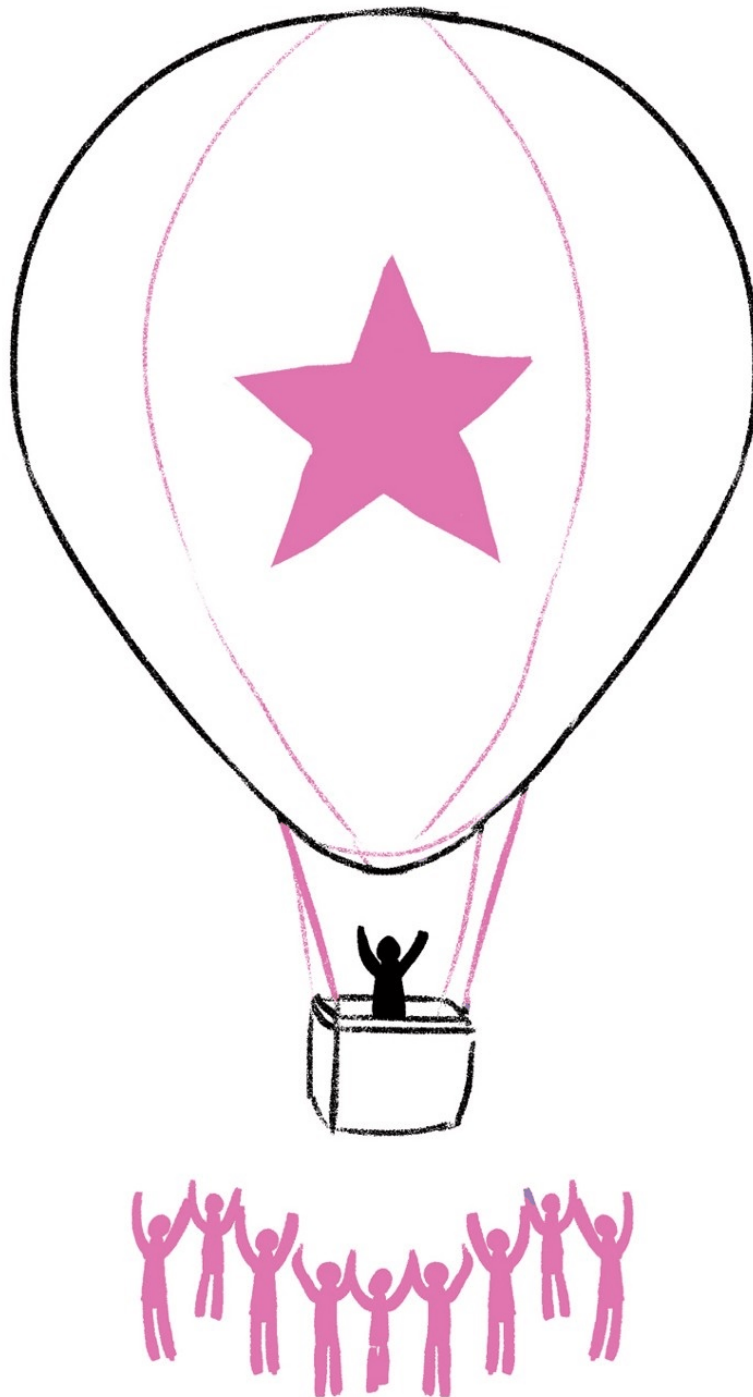
Pursuing your dream is a difficult journey. So how can you avoid fatigue from overwork and stress? Psychologists who study flexibility in cognition argue that the answer lies in an open-minded attitude to surprises - maybe trying out a new restaurant, meeting new faces or seeing break a new hobby.

Whenever I want to give up, I do something "different" from normal, such as talking to a stranger or practicing inhalation right at my desk. These short breaks leave my mind relaxed, no longer obsessed with what is about to happen and also help me get more motivated to move on.

In other words, be more open to the daily work. Try adventure, step out of the "safe box", challenge yourself with many new things - otherwise, what you achieve is nothing special. Psychologist Ben Fletcher explained that *"Everyone's life can change completely with a single elbow in the other direction"*.

So how can you achieve endurance? When you feel like giving up, encourage yourself with other small things, not necessarily linked to your goals. Do you feel uncomfortable when not recognized at work? Try learning a new recipe, go to work in a different direction instead of going on a familiar path, trying new sports or simply going to lunch with someone you haven't met yet when.

E: Elevate yourself



To prove to yourself, use your brain; to prove to others, use your heart - Eleanor Roosevelt.

Abraham Maslow, a psychologist, has found that the two most basic needs of people are to feel that they are exactly where they want to belong and be respected. If you are applying this ENGAGE formula, you will soon find yourself in a leadership position with the opportunity to satisfy those needs by others.

This may sound daunting, but being a leader can inspire people doesn't mean you have to do some noble gestures. Instead, it means that you need to show interest, say thanks and acknowledge the results that others have achieved. A sincere compliment can help you move far in encouraging people around you.

It is no accident that Bill Clinton frequently expressed his gratitude to his teacher for his popular band because it was the man who helped him grow up not only as a saxophone player but also as a leader. Similarly, Ronald Reagan chose to write a touching letter to Americans in 1994 after being diagnosed with Alzheimer's. Or the fact that President Obama after reading Yann Martel's *"The Life of Pi"* sent Martel a thank-you letter to the storytelling talent and strong message he conveyed through the work.

I realized that helping students is a great way to improve myself and the people around me. Whenever someone in the university contacted me, I always tried to answer each question or introduce them to something. Years later, these students all became pioneers in their field and now I have the opportunity to learn from them.

How can you improve yourself? Begin by expressing gratitude to those who have helped you achieve the results you are today or that have a positive impact on your life at the present time. Showing respect will inspire others and create influence.



ENGAGE will help you soon have the opportunity to experience and develop "successful thinking". However, this formula will not work unless you start acting. Your potential is waiting to be discovered.

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