

MEMBRESÍA 4 PLATAFORMAS
NEO
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20*IMAGINA*21

IMAGINE

MY 20-21 BEST TIPS
SHARED WITH
CUSTOMERS IN 2020

BY ALE DELOBELLE

2021
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ACCEPT uncertainty,
doubt, fear.

It's what will allow you to
stay focused.

But let that acceptance be
the prelude to your next
move, to wherever you
choose.

Feel the progress that
comes from action.

01

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Your productivity is centered on 3 factors: your physical energy, your mental calm and your emotional balance.

If any of them are not balanced, start marking your borders right now, **SETTING LIMITS** where there are not yet.

02

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Resist, be strong. Keep
believing in yourself.

You could be closer to your
goal than you think.

Concentrate and jump,
dodge or face,
one more obstacle.

DON'T QUIT early.

03

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Do your best, try by all means,
find all the ways to fulfill your
Plan A.

Unless alternative B is also very
good, don't settle for applying
it as soon as the going gets
tough.

That plan B is what you should
always have on hand, but that
you will always try to **AVOID**

04

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Do you think you have no particular talent?

Don't worry: talented people without tenacity don't go far either. And without focus, less.

So pivot on **TENACITY** (determination), focus (a destination), that you will still reach your goal. Integrate both with a couple of skills of your own.

05

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Excellence does not come by chance: if you can make the next 10' that you focus on something of the highest quality and concentration, you will be **BUILDING EXCELLENCE**, not as a goal, but as a habit.

06

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Agility is key. But speed is not everything. If you can - and have the courage to - **STOP AND THINK**, take perspective, see the missing piece, challenge certain assumptions, connect the dots backwards, create alternative scenarios and, most of all, manifest this when you feel it is the time, translating it into a plan, you will become a strategic partner, someone who adds value and an 'authority' in each meeting. The other is to choose obsequiousness and apathy.

07

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Your motivation (internal power) to mobilize, as well as your influence (external power to mobilize positively), constitute an almost perfect pairing to operate successfully. But something is missing: never stop respecting your instincts and valuing your curiosity in **SEEKING OPPORTUNITIES**: this is where your motivation and influence find the right field to act.

08

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Keep learning, that's where your education will come from. But your 'culture' will not come from that, but from **INCORPORATING NEW EXPERIENCES**, cultural diversity and global openness into your being, your person. Your knowledge does not make you cult. But your culture will enrich your knowledge.

09

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If you have unconsciously developed the ability to endure suffering, you can also develop, consciously and to begin with, your ability to **DO BOLD THINGS**.

The latter might be scary, but use it to your advantage: between fearing for immobility, lack and impotence and doing it for ambition, desire and growth, choose the second.

Tell me later.

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Learning from failure is complex, because it does not expressly state 'what you should do' next time, but rather suggests 'what NOT to do'. You know what to avoid, but not what to do differently. Choose first, then, to **LEARN FROM YOUR SUCCESSES**, your achievements, your small victories, those that contain an implicit formula in their essence. That formula, although it might not be exactly replicable in another context, contains the lifeblood of what you have done, your mental model and your way of leading a challenge. Your true self. Build your kit with them.

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There are times when thinking a lot does not decide on a solution. Therefore, **SURROUND** yourself with practical people, who could see options where you have not yet been able to see them. And vice versa, if you are very expeditious, surround yourself with someone who stops to think about scenarios, risks and potentialities. Avoid the bias of surrounding yourself with people just like you. That's what teams are for.

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From time to time **RESET YOUR BELIEFS**. I'm talking about your beliefs - your subjective reality -, not your values. For example, if you believe that "winning is everything", propose to judge a result based on the beauty and the possibilities that a defeat, an unfinished negotiation or a lost bid could open to you, which can make you grow, even while you feel the pain they have caused you.

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Having more information - at the cost of obtaining it - will not make you make much better decisions, it will only make you feel more confident when doing so.

And this confidence stems from the 'confirmatory bias', one of the many cognitive errors we have, which tends to make us select information that tends to corroborate what we already thought about something or someone. Therefore, use the information available but apply your **INTUITION AND COURAGE** to make that decision in a timely manner. Then stay versatile and open to the derivative of your decision.

Keep learning, you are human.

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(Spin-off of # 11) Now, if the failure or error generates the anger or the impulse to make you **THINK DIFFERENTLY**, to sharpen your creativity, to recognize your temporary intentional blindness or to feel that, although you had prepared, your invulnerability will never be complete, welcome is that 'failure'!, since it will have become your new victory.

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Make sure you have a human GPS to help you regain confidence in yourself, clarity in your worth and in your life purpose, when you feel exhausted, 'burned out' or humiliated.

Because sometimes we cannot be that person.

And not only do not reject those voices but also take care of and **BE CLOSE** to those people (or group) that do you good, heal you and connect with what really matters.

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(Spin-off of # 14) Don't worry about making the 'best decision' in the world... that would be like asking a chess master "what is the best move in the world"?... It all depends. Yes, the environment, the urgency, the context, the relationship, the history, the emotionality ... Many variables so that your decision is the 'correct' one. Do the best you can, that you know, with what you have. Evaluate the result and **IMPROVE NEXT TIME**. I know you don't make life and death decisions every day, so just try not to make the same mistake twice.

17

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(Spin-off of # 17) Important decisions are often seen in perspective over time. They are like the result of an surgery. You have to wait to see how it evolves.

Neither good nor bad, but opportune or inopportune, right or wrong... And an inopportune or wrong decision can be followed by another timely and right one. In the final average you will be able to **MAKE YOUR BALANCE.**

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(Spin-off of # 18) Do you think that because a client answered an email, email marketing is the best way to prospect? Or do you think that for only having received three likes in your last post, "you are not good" for that? All are hasty conclusions, which at first glance would appear to be true. I insist that you **TAKE PERSPECTIVE** and replicate, test and try other means, in order to draw more decisive conclusions.

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Set yourself free time in your schedule to take a 'sabbatical day' per month, for reading, studying, watching videos or getting to know your clients more. It is not a whole day, but eight hours spread throughout the month. **DISCIPLINE YOUR SCHEDULE** to achieve it. Educate others to be able to do it. It could make all the difference.

20

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I do not need to repeat that it is
YOU who creates your reality.

You just have to **BELIEVE** it.

One minute at a time.

Do what you do, other than to
become an expert, but to
convey and express how, what
you know, has converted you in
such a way that you can
translate it into something that
brings benefits to someone
else.

START BY YOURSELF.

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CLOSE YOUR EYES...

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