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February 2002

The Magazine of Life Enrichment

Wealth Creation



by Robert Wallace

IBELIEVE THAT THE quickest and most direct way to achieve wealth is through creative entrepreneurship—the kind that adjusts to business and economic realities to continue to prosper and create wealth. Wealth creation is not now—and never has been—for the faint of heart. This reality is true today as we enter the “new economy.”

To be successful, we must first shift our paradigms about wealth and the rules of engagement for achieving that wealth. The new way of doing business is influenced by high levels of uncertainty, diminished control of everyday matters, and increased accountability for actions and contributions.

The Four-Quadrant Model

Wealth creation requires your attention to four areas or quadrants:

Quadrant 1: Know thyself. If you know yourself, you will know whether the job you are performing is the right fit for you; you will understand your strengths and use them to help meet your objectives; you will become aware of your weaknesses—and start using them to your advantage; and you will appreciate what it takes for you to be at your best most of the time.

The objective of knowing oneself is to maximize your ability and capacity to do the work and to perform the tasks necessary for success in your field. Maximizing your capacity to work will enable you to complete more tasks in less time.

Quadrant 2: Know thy plan. Next, develop the plan necessary to achieve the results that you desire. Focus on bridging the gap between present situations, future objectives, and the desired outcome.

Realizing that there is always tension between your present and your future, you need to plan to assure that the benefits of your activities accrue benefits to you and those within your sphere of influence.

While there are many technical aspects of proper planning, the first accomplishment must be the elevation of gratitude and thanksgiving in your mind. It is difficult to move to the next level of success until you feel a sincere appreciation for

the gifts and assets that you already possess. Generally, these assets fall into three categories: time, talent, and treasures. You may think that your assets are few, but the simple fact that you can think of new ways to generate wealth and opportunity for yourself and your company means that you are already ahead of most people.

Quadrant 3: Know thy universe. Once you are clear on your strengths and weaknesses, know what qualities you possess that make you special, and have a plan, you must now master the principles of success in your field. Unless you know the rules of engagement—the hidden principles that govern how things get accomplished—you are doomed to fail.

Four sets of principles must be mastered and then leveraged: rules of preparation, rules for building, rules for self-actualization, and rules for maintaining. Your ability to initiate change and earn the respect of your peers is an indication of how well you apply these rules.

Quadrant 4: Know thy resources and make them thy own. You need to leverage all resources available to you. While a good plan will begin to propel you in the direction of your dreams, you will not achieve the outcomes you desire without the help of others around you. Great people are able to do great things partially because they master the art of persuading people to help them. What resources are available to aid you in your endeavors and how must you go about leveraging these resources?

Using this model, you will be in a position to identify where else you may have to reach in order to attain your goals. PE

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ACTION: Use this four-quadrant model to create wealth.