

# Attributes of Success

As a member of the Digitech team, I am committed to my own personal development through the strengthening of each of the following attributes:

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## A. Desire

This is a deep, personal, burning desire to succeed. The difference between want and desire is belief.

## B. Willingness

Be willing to do whatever it takes to achieve your desire.  
Willing to do the unnatural, uncomfortable, and unbelievable to succeed.

## C. Teachable

Be willing and able to learn whatever you don't know in order to achieve your desire. Never stop learning.

## D. Self-Reliant

Completely and totally accept personal responsibility for your own success.

## E. Drive and Determination

Thoughts determine what you want. Action determines what you get.

## F. Directed

Set and achieve goals. If you don't know where you are going, you are already there.

## G. Aggressive

Be relentless in exercising all of the attributes of success, even when others around you do not.

## H. Persistent

Have a constant and never-ending focus on defined success.

## I. Consistent

Understand why you are doing what you are doing so you can do it consistently.

## J. Leadership

Pursue excellence in everything you do. Followers will follow anyone. Leaders will only follow leaders.