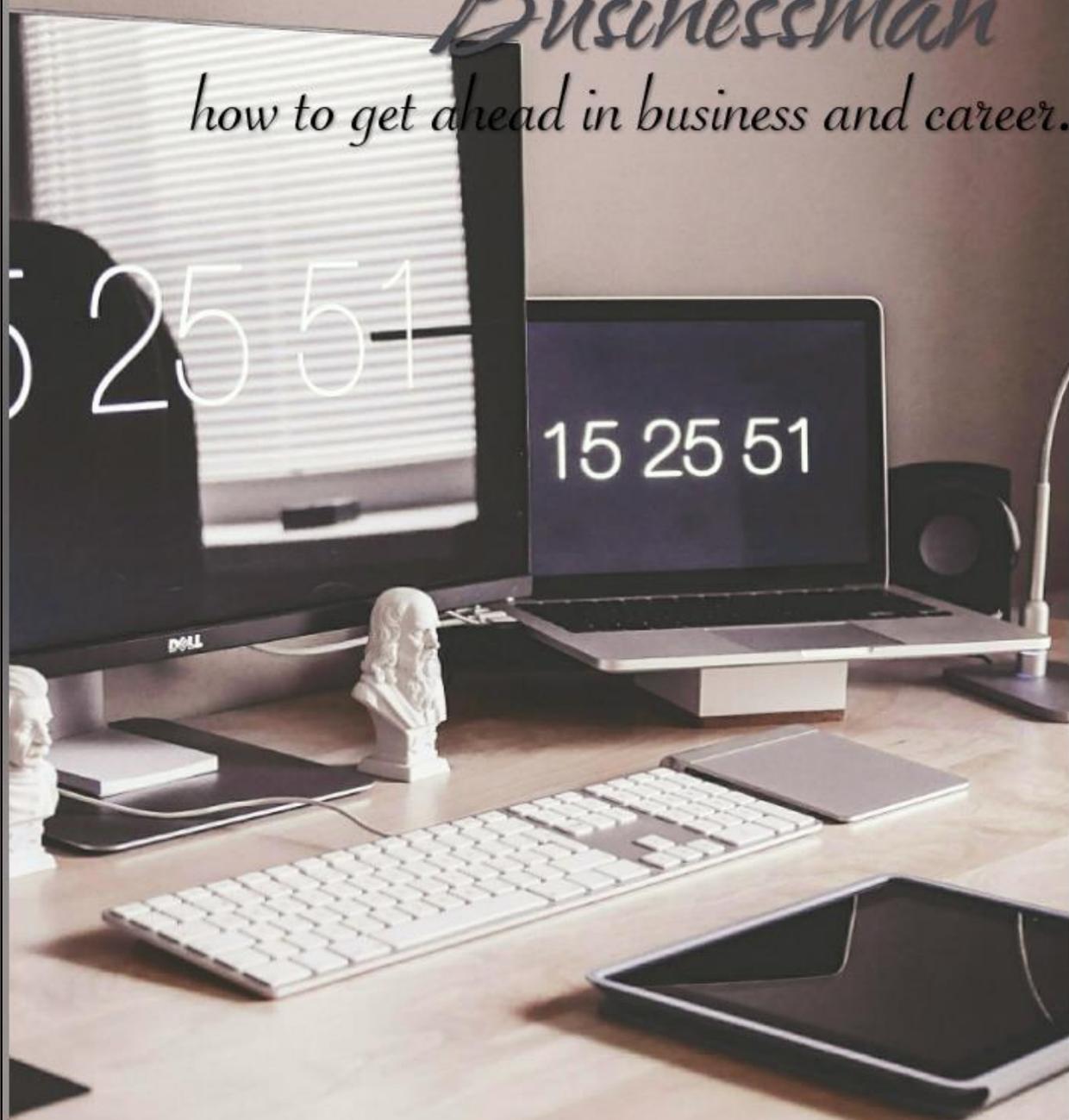


*The Alpha*

*Businessman*

*how to get ahead in business and career.*



*Ben Williams*

# THE ALPHA BUSINESSMAN

*The Alpha Businessman* ©2017 by Ben Williams

*This e-book can be redistributed and shared. Where used outside this publication, due reference should be made.*

©Ben Williams

Website: [www.beneams.com](http://www.beneams.com)

Cover by Ben Williams

Edited by Anwuli Okonta [Mia Nene]

## CONTENT

- Introduction
- The Alpha
- The Alpha Trait
- Vision
- Tenacity of Purpose
- Work Ethic/ Principle
- Leadership
- Expand your Reach
- Daily Advancement
- 50 Entrepreneurial Quotes



## THE ALPHA BUSINESSMAN

*The man who does not read good books has no advantage over the man who cannot read good books.-MARK TWAIN.*

This book aims at recreating and reshaping the heart and mind of an average person, into being an **ALPHA** individual of substance and dominance. It uses the characteristics of an alpha male to create hacks useful to stand out in life activities, career and business. It shares relatable tips derived from the alpha traits observed overtime and specific life experience.



## THE ALPHA

*Yonder are the Hessians. They were bought for seven pounds and ten pence a man. Are you worth more? Prove it! - JOHN STARK at the battle of Bennington, 1777.*

*It's not the size of the dog in the fight, it's the size of the fight in the dog. - MARK TWAIN.*

An alpha is a being having the highest rank in a dominance hierarchy.

The most dominant, powerful and assertive being in a particular group.

An alpha is intelligent, confident and successful.

Most top shot business executives and leaders fall under this label "ALPHA MAN" [could be male or female].

No matter who or what you are; You can be an Alpha!

## THE ALPHA TRAIT

*Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time. - THOMAS A. EDISON*

*Don't quit. Suffer now and live the rest of your life as a champion. - MUHAMMAD ALI*

Certain distinct characteristics make up an alpha. These characteristics are mainly peculiar to them.

They are aggressive, result driven achievers who insists on top performance from themselves and others.

Their competition is ruthless, their determination is incomparable, their aggressiveness and urgency is a red zone and lastly, their anger is explosive in protecting their own.

These are observed traits that have been noticed to be peculiar to an Alpha but not limited to these:

- They are lovers of challenges.
- They are passionate about life.
- They are comfortable with themselves.
- They see failure as a minor setback.
- They are well composed.

## THE ALPHA BUSINESSMAN

- They are purpose driven individuals.
- They have high moral values.
- They are natural leaders.
- Problem solvers.
- Smart dressers.
- They are growth oriented.
- They do not exercise unwarranted power when in position of authority.
- They are not afraid to face faults.
- They do not have to prove themselves.
- They are smart and clever.
- They are dominant.
- They hang out with like minds and build beneficial relationships.
- They are fit and demonstrate strength in their areas.
- They are very optimistic.
- They are good communicators.

## VISION

*The most pathetic person in the world is someone who has sight but no vision. - HELEN KELLER.*

*Leaders are limited by their vision rather than by their abilities. - ROY T. BENNETT.*

**Vision** is simply a foresight. It is a picture you see in your mind. It involves the power of imagination.

Every business or venture ought to have a vision statement. The business dictionary defines a vision statement as an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future course of action.

In the same context, individuals should have a vision statement for one's personal life and career. It will be a guide in making decision on career, business and life. It helps you see what and where you want to be in a short and long term view. It also helps to create means on how to get there.

## THE ALPHA BUSINESSMAN

An alpha is an individual that has vision and is purpose driven. He is highly accustomed to goal setting.

The vision statement helps you to set realistic and attainable goals.

Have a mind picture of yourself showing what you want to achieve and where you want to be in the long and short term. This guides your actions towards attaining it.

These steps will help in coming up and achieving the vision statement's mandate:

### **Visualize:**

This is the first step as it entails the power of imagination. It paints an answer to the question "who do I want to be?" It entails having a pictorial representation of your future self. That personality you want to be seen as.

### **Reverse Advice:**

Sit and reflect on yourself. Imagine yourself grown old, fulfilled and successful advising a younger generation (for instance, your grandchild) on how to achieve all you have achieved. This step is to help you answer the "HOWs" of being the first picture painted in the first step above.

### Milestone/ benchmarking/ targeting:

After the two questions in the previous steps have been well answered, you are good to go. Here you break your life into bits/ steps. Set goals for each step. E.g. (Within the next five years I am set out to achieve this or that.) Set your goal on a short term and long term basis. This should be done in terms of age and years. It will accelerate the upward movement by creating a sense of dedication in you as you do not want to be disappointed by not meeting the goal.

Note: goals should be realistic and attainable.

### Pen It Down:

Having done your good work on the above steps write out the results down neatly and use it as a manual to move and act. It is basically your working plan. Note that goals written down are much more likely to be attained and worked upon than imagined ones.

After fulfilling the four steps you can now clearly write a workable and realistic vision statement that you can put to work successfully.

## TENACITY OF PURPOSE

*I built a conglomerate and emerged the richest Blackman in the world in 2008 but it didn't happen overnight. It took me thirty years to get to where I am today. Youths of today aspire to be like me but they want to achieve it overnight. It's not going to work. To build a successful business, you must start and dream big. In the journey of entrepreneurship, tenacity of purpose is supreme. - ALIKO DANGOTE.*

*Luck is tenacity of purpose. -ELBERT HUBBARD.*

Tenacity is persistency; the quality of being able to hold on to something. It is the determination to continue. Alphas are purpose driven individuals. They live for a reason. Purpose is the reason why the action is done; it is concisely the aim or intention of something.

Tenacity of purpose is simply making the end picture or reason for the actions motivate you to hold on to continue despite the challenges faced in the process.

As discussed previously on vision and goals, you are to hold on to the vision religiously and work towards achieving every item on your list.

Your purpose is being birthed out of your passion or inherent strengths and characteristics. Individually or as entrepreneurs, when

## THE ALPHA BUSINESSMAN

we discover our purpose in life every other thing follows. Purpose discovery eases the way and helps us place our focus right. Purpose driven individuals rise ten times faster than others.

## HOW TO BE TENACIOUS

**HEAD: Hey, Eliminate All Distractions.**

Distractions are those noise telling you a million reasons why you cannot actualize your goals. They reveal your weakness to you and condemn you for it. An alpha removes all stumbling blocks, breaks all barriers, removes all distraction or reduces them all to barest minimum.

Look deep into yourself, what are those forces or things you see as a limiting factor or a subject of discouragement? Come up with means to reduce or remove them totally. If it involves you moving totally out, do it!

## THE ALPHA BUSINESSMAN

### Feed the FOCUS:

Once you have cleared up the distractions, channel all your strength to the focus. Remember the focus is your purpose; get it done by any positive means necessary. In feeding this focus have hand written goals, proper plan, a daily routine, time schedule, high tenacity and periodic reminders.

Alphas are focused on the goal. They see it as a motivation not to quit. It fosters and fuels the zeal to always act.

Fight for what you want, never let anything distract you. Get up and act!

## WORK ETHICS/ PRINCIPLES

*Success is dependent upon the glands – sweat glands. - Zig Ziglar.*

*If you always put limit on everything you do, physical or anything else. It will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them. -BRUCE LEE.*

The underlying principles of an **alpha** are to be the best at any given situation. In a team, they bring the best out of the team in the quest to attain excellence.

Some observed alpha work ethics include:

- They love challenges as it keeps them focused and engaged.
- Failure is not seen as a setback but a learning tool.
- They are goal oriented.
- They are problem solvers.
- They are not bossy leaders.
- They work clever and smart.
- They are not afraid to ask questions.
- They are prompt and time conscious.
- They are very accountable.
- Can work independently and with a team.

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

