



In July, EGIA surveyed its network of contractors on Mindset – Contractors’ Attitudes and Outlooks. Below is a summary of the results.

Anyone can read or write a list of strategies for sales calls or marketing or operations, but the truly successful companies and people take it a step further. They develop a mindset that’s in line with their personal and professional goals, guiding them toward success at all times, even subconsciously. This month, we asked our network of contractors about mindset, attitudes and outlooks, to get an idea of what they do mentally to align themselves with success.

Do you set written goals for yourself, in business and beyond?

Setting goals and putting them down in writing is widely accepted as one of the basic actions you can take to work toward success, so first we wanted to know how prevalent that practice is in the home services industry. According to respondents, **73%** keep written goals in their personal and/or professional lives. As a rule of thumb, goals should be SMART: **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely. In fact, the simple act of writing down a goal can make it more than 40% more likely to be achieved according to some studies. According to Weldon Long, New York Times bestselling author and EGIA Contractor University faculty member, writing down your goals and regularly reviewing them leaves you with only two choices: making decisions to move toward your goals, or changing your goals. Since you felt strongly enough to write the goals down to begin with, you’re far more likely to work toward them.

“ I’m always self-reflecting and have a clear view of what things I’d like to accomplish. I need to just write it down to see it every day. ”
- HVAC Contractor in Pennsylvania

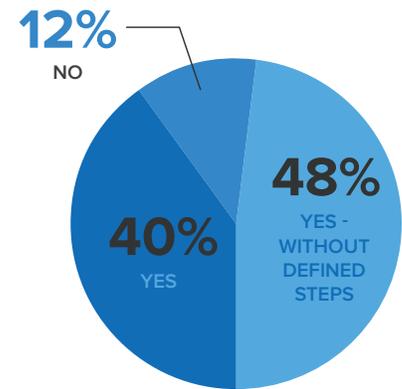
Do you have a written “prosperity plan” – ie a set of goals, objectives and implementation strategy for your professional and personal life?



Encompassing your goals, steps for implementation and more, the prosperity plan is another valuable tool encouraged by Weldon Long. A less universally known tool, it was not nearly as common among respondents, **53%** of whom indicated they do have a prosperity plan, against **47%** who don’t. The prosperity plan is a way to program your subconscious so that you can make progress toward a goal, even while not actively thinking about it. It can be seen as a cornerstone of a positive mindset. The most frequently cited topics to show up on respondents’ prosperity plans were overall earnings and sales volume, almost unanimously, with personal health, making contributions and relationships rounding out the list in that order.

Do you focus on an actual step-by-step process to achieve the results or improvement you desire in your work?

Next, we wanted to know how contractors go about achieving their goals. In particular, how many have an established step-by-step process to go about achieving desired results in their work. **40%** indicated they have a formalized step-by-step process against **12%** who have none, while **48%** report having a process but not a delineated step-by-step roadmap. Like writing down goals, adding a step-by-step component to your improvement plan can make the goals and likelihood of achieving them much more concrete. It creates easier milestones that can be accomplished one by one, rather than creating one daunting finishing point that there's no clear way to reach.

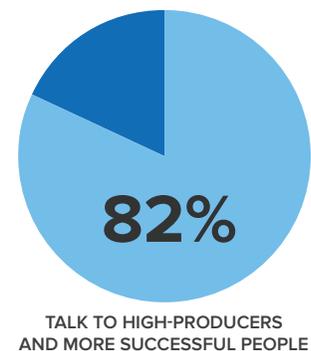


Do you set aside a fixed period of time each day for quiet thought or reflection, regarding your business or personal life?

While not necessarily a widespread practice, the concept of taking a few minutes each day for reflection has long been seen as an asset for people's personal and professional lives. While the majority do not engage in daily reflection – **56%** of those surveyed – a not insignificant **44%** of contractors do. Advocated by a number of industry educators and thought leaders, including the aforementioned Weldon Long, a daily period of reflection offers time to consider goals and objectives at hand, what progress has been made, if any changes to the step-by-step process need to be made, and much more. Further, time away from work and distractions has been proven to increase future productivity.

Do you talk to high-producers and more successful people in your industry to determine how they got there and how you can recreate that journey?

Finally, we asked our network of contractors if they regularly pick the brains of the industry's more successful people. **82%** of respondents said they do, with just **18%** answering "no". Talking to high-producers is a surefire way to gain insights into improvement. No one knows how to reach a certain level of success, after all, better than someone who's already been there. Want to hit \$5 million in annual sales? You know who understands how to achieve it? The person who owns a \$5 million-a-year company. In addition to learning tips and strategies, interacting with successful people can help you pick up subtle habits and cues that can contribute to a more positive, prosperous subconscious and mindset.



Learn More About Mindset

Mindset Training is one of the ten core areas of focus for EGIA Contractor University, which aggregates all of the tools, educational resources and training programs that contractors need to take their business to the next level.

To learn more about Mindset Training best practices and strategies, as well as the other nine core topics, visit EGIA.org/University.

You can learn more about the EGIA Snapshot Survey program at:
www.egia.org/SnapshotSurveys