

# Winning At Work:

Success Secrets from  
20 Top Influencers



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# Let's Meet the Experts:



## Introduction

# Success Secrets from 20 Top Influencers

It doesn't matter which industry or company you're in: in today's business environment, building a career is anything but easy. Gone are the days of settling in to a long career in one place; the average American worker spends less than five years in a job, and millennials expect to spend even less—just under three years, according to a 2012 survey. Change is increasingly a constant—which means that on-the-job flexibility, innovation, and leadership are more important than they've ever been.

That's why we've tapped into our powerful network of influencers to gather some of their best advice on succeeding in a constantly shifting business landscape. These leaders—all members of the Salesforce Guest Blogger Program—are CEOs, entrepreneurs, Fortune 100 consultants, authors, and speakers. They're at the top of their games, and many have spent decades navigating highly varied careers in key roles and disruptive industries.

We learned a lot in editing this book, and we've added a lot of quotes to our inspirational lexicon. We hope you have the same experience, and that you share the takeaways with your own network. Because, as we always say here at Salesforce, we're here to help you succeed.



A modern office interior with glass walls and desks. The scene is brightly lit, with a blue-tinted background. In the foreground, there's a white wall with a grid of circular recessed patterns. To the right, a yellow and white chair is visible. The floor is made of large, light-colored tiles. The overall atmosphere is clean and professional.

# #1

What is the most important lesson you've learned over the course of your career?

## What is the most important lesson you've learned over the course of your career?

Believe in what you do. I have been fortunate enough throughout my career to work for companies and with people that I truly believed in. I didn't realize how much of a factor that was in my success until I was forced to decide on my next career move and had to think about what I really wanted to do. I went back through my previous companies/roles and asked myself why I excelled at each of them to try and figure out what I could excel at next. The common theme was a genuine belief in what I was selling and who I was working for/with.



John Barrows

Ask for what I want and emotionally detach from the outcome.



Connie Kadansky

The lesson of saying no. I've learned that it is important to cultivate the ability to reject a project (even if it seems enticing) for the sake of focusing on what really matters for your business.



Yaniv Masjedi

Be willing to fail. If you go into your projects understanding that not everything will work out as you wish, you will take more risks.



Joel Comm

Patience. So often a lost opportunity returns later—many times YEARS later—as a huge win. Life's a marathon, not a sprint, and successful executives make decisions accordingly.



Tom Martin

The best reason to do something is because it's never been done before. Step away from the pack and follow a different path than everyone else.



Joanne Black

The importance of surrounding yourself—either physically or virtually—with the thought leaders in your industry. While thought leaders tend to make bold predictions that don't come true (“email is dying,” “phone calls are dying,” “tablets are replacing laptops”), they're also never happy with the status quo, and it's through trial, error, and risk that they are more successful than their peers.



William Tyree

“Life's a marathon,  
not a sprint.”



# #2

Where do you find inspiration?

## Where do you find inspiration?

Ways I find inspiration are to identify people who I think have succeeded by doing things the right way and treating people with respect. I can't stand it when I see super-successful people who are jerks. I love seeing super-successful people who actually care and haven't stepped all over everyone else to get to where they are.



John Barrows

My inspiration comes from reading Ageless Wisdom books. Hermetic Philosophy is the oldest philosophy of all time. It all comes down to universal laws that if practiced will lead to profoundly successful life.



Connie Kadansky

Fast Company is where I always go for new ideas, trends, and direction, and TEDTalks for genius thinking and making a contribution in the world. I also find inspiration by just living in San Francisco—the most vibrant and exciting city in the world that sits in the center of all the action.



Josiane Feigon

Find inspiration in those things that you have passion for. For me it is my photography, coaching Little League baseball, cooking and spending time with my kids.



Bryan Eisenberg

My best source of inspiration is the method that Malcolm Gladwell used when he wrote *The Tipping Point*: cross-pollination. He took a concept from one discipline (epidemiology) and applied it in a completely different area (pop culture). It led him to new insights about why some ideas take root and grow while others don't. I've used that same cross-pollination approach to find fresh topics to write about in sales.



Michael Boyette

The ideas of Pulitzer Prize-winning business reporter Charles Duhigg. He's written an amazing book called *The Power of Habit*, which contains not only some of the most incredible behavioral marketing stories ever told, but also a great deal about how we can use science and, in particular, neurology to influence our own lives.

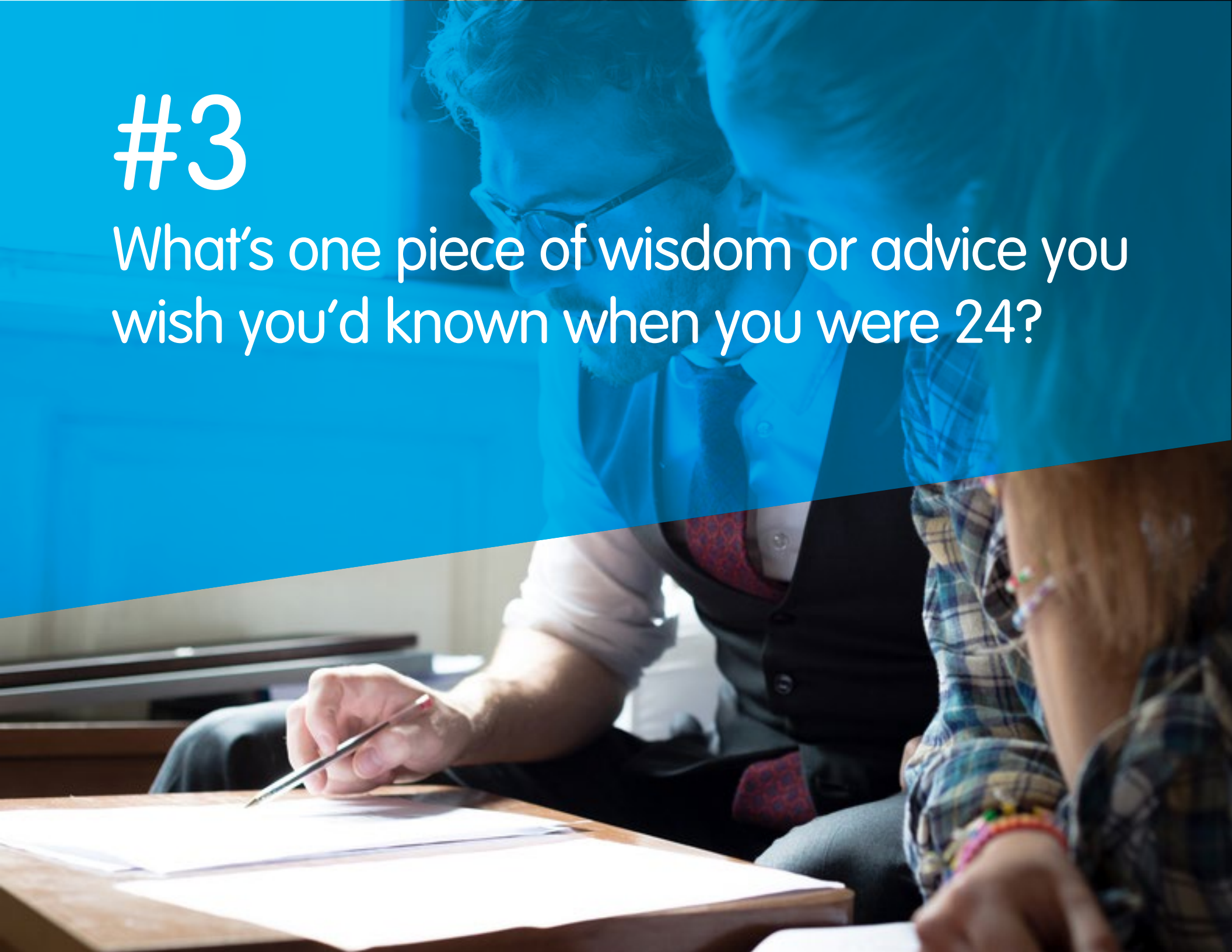


William Tyree

"I love seeing super-successful people who haven't stepped all over everyone else to get to where they are."

# #3

What's one piece of wisdom or advice you wish you'd known when you were 24?





## What's one piece of wisdom or advice you wish you'd known when you were 24?

Learn to pay yourself first. That doesn't mean a salary per se; that means make sure to take the time to do the things that will pay out for you in the future. Never sacrifice your peace of mind, health, etc. for the short term. In my late 20s and 30s, I gained 100 pounds and barely had any time. Now I work less, have lost the 100 pounds, and make more money.



Bryan Eisenberg

To be successful, you have to associate with successful people. Nothing will drag a person down more than associating with negative people who have no idea as to how to achieve success.



Mark Hunter

Do the job nobody else wants to do. It makes you indispensable.



Michael Boyette

Building companies is a game. It's the sport we play as we get older. We happen to keep score based on how much money we make, but it's still a game. Nobody dies when we make a mistake. Take some risk. Swing the bat.



Jason Spievak

The value of good storytelling, and how rare it is to find people in the business world that really understand story structure and how to persuade with compelling narratives. I'd say that whether you are a developer, an executive, or a project manager, those with the ability to connect with an audience and persuade through narrative are almost always the most effective people on a team.



William Tyree

“Take some risk.”

“Do the job nobody else wants to do. It makes you indispensable.”

# Lesson learned: What's the risk?

I got fired from Staples after my first company, Thrive, was purchased by them. One of the main reasons was because the main guy responsible for purchasing us had a bad impression of me from the start and it was mainly because I wasn't myself in the interview I had with him. I told him what I thought he wanted to hear because I didn't want to screw up the acquisition. After that initial interview I had always wanted to go back and have a more direct/honest conversation with him, but I was advised not to by others within the organization. Ultimately he was the one who recommended I was replaced. After I was let go I reached back out to him to have the conversation I always wanted to so I could understand what happen and learn from it. I told him about my desire to have this meeting with him

while I worked for him but was recommended not to due to the risk. He said to me "John, what's the risk? If you had come to me and I got mad and told your CEO, would you have wanted to work for me? Obviously not. If you had come to me and I was open to the conversation, do you think we would have had a much better relationship? Obviously yes. So, I ask you again, what's the risk?" I took that to heart and now ask myself all the time, "What's the risk?" Especially when it relates to me wanting to do the right things for the right reasons.

**- John Barrows**

# #4

How do you maintain work-life balance?



## How do you maintain work-life balance?

I don't. I don't really like the idea of work life balance because it's basically saying you work and then you live. Work and life are intertwined in a way for me that I can't think of them separately. I need to make sure I love what I do and am passionate about it to be happy in my life. I need to make sure I spend time with my family so I know what I am working for.



John Barrows

Daily exercise—some is very disciplined such as my yoga practice, some of it is totally crazy like swimming in the SF Bay, and some is meditative like road cycling through Marin.



Josiane Feigon

Scheduling time for non-work priorities (with family and friends) with the same energy and discipline I use to book my work priorities.



John Cousineau

When you are spending time with family or friends, I always remember the quote that "love is giving someone your undivided attention." So make sure to leave your cell phone in a drawer as frequently as you can when you want to show someone you care.



Bryan Eisenberg

This week, for example, I'm staying at my house in Florida where I have my wakeboards, surfboards, paddleboards, my road bike, tennis racquet, and golf clubs. I hold myself accountable to doing one of these things every day (and often two or three) and mark them on the whiteboard. Now, I will admit, I've been known to paddleboard while listening to an Audible book...or stop in the middle of the lake to send out 15 emails from my boat. That's work-life balance, right?



Kyle Porter

"Leave your cell phone in a drawer."

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# #5

What's one idea, company or person that gets you excited about the future of business?



## What's one idea, company or person that gets you excited about the future of business?

I wake up each day excited that some of the greatest challenges for our generation have not been solved yet. We won't cure blindness or deafness, but we WILL develop solutions that enable the deaf and blind to lead rich lives. We won't discover unlimited fossil fuels, but we WILL develop solutions that make our children less reliant upon them.



John Barrows

One person who gets me excited about the future is Elon Musk. Elon has such strong vision for disruptive technologies and outcomes.



Leigh Fletcher

Dreamforce is loaded with the best of the best in our industry and each year. It sets the stage for greatness in our sales world.



Josiane Feigon

Without a doubt, it's an Israeli company called Water-Gen—a company that now makes water out of thin air. Water-Gen's claim to fame thus far has been providing water to soldiers out in the desert, but when you think about the implications for remote villages and one day, cities, it's very exciting. The technology is still immature, but it's this kind of miracle that proves that the next 20 years is going to be an incredibly exciting time to be alive.



William Tyree

The internet of things has the potential to revolutionize more of our world than the internet has done in the past 20 or so years. We are in the biggest and fastest revolution since the industrial evolution. We live in exciting times.



Bryan Eisenberg

The confluence of cloud, mobile and smart technologies promises an enabling future for business and consumers that can change how we live and how we do business. That excites me.



Donal Daly

I'm especially excited about the opportunity of content marketing to impact the future of the buyer's journey. I really do believe that today's buyers are more educated than ever before; and they have an unlimited source of information on the Internet to help them out without having to speak with a salesperson. As marketers, we have an opportunity to help these buyers, not just for learning about our companies and products, but for learning how to be more successful in their own jobs and careers.



Michael Gerard

"Some of the greatest challenges have not been solved yet."

A man in a blue shirt and glasses is shown in profile, looking down at a tablet device he is holding. He is wearing white earbuds. The background is a blurred office environment with a laptop and papers on a desk. The image has a blue color overlay on the top half.

#6

What's one workplace innovation you'd like to see become mainstream?



## What's one workplace innovation you'd like to see become mainstream?

I think every company should have a team of people focused on culture. If you want your employees to perform well, they need to care about what they do and feel as though they are cared for. Aside from a human resources department, it would be great to see culture teams go mainstream.



Yaniv Masjedi

Corporations need to get more serious about social action. That could take many different forms: matching funds; a day or two a year working in the community; short sabbaticals to engage in a bona fide community effort.



Stewart Florsheim

Random moments where everyone takes one minute to take a breath, go inward, be at peace—taking a “mindful moment.” There are apps called “mindful moments” and a beautiful Tibetan bell goes off randomly and people are to just be mindful in that moment.



Connie Kadansky

I'm impressed by Starbucks' program to pay college tuition for its employees. The more companies invest in their people, the better for everyone.



Michael Boyette

The daily huddle.



John Cousineau

The standing desk.



Michael Gerard

# “The daily huddle.” |

A hand holding a smartphone with a blue overlay containing text. The background is a blurred image of a person's hands holding a smartphone. The blue overlay is semi-transparent and contains the text "#7 Name some essential habits that have contributed to your professional success." The text is white and centered on the blue area.

# #7

Name some essential habits that have contributed to your professional success.

## Name some essential habits that have contributed to your professional success.

Always be thinking about how you can do things better—both from a tactical and a strategic perspective. If you don't, you will most certainly lose your competitive edge in whatever market you're in. As Andy Grove of Intel said, "Only the paranoid survive."



Michael Gerard

Self education: I listen to audiobooks every day when driving, and am always looking for ways to learn and grow—which helps with innovation and adding value.



Leigh Fletcher

Take all of your vacation every year. A burned-out mind rarely innovates anything brilliant.



Tom Martin

Goal setting is the number one thing that has contributed to my success. I write down goals for the meetings I have, for my day, week, month and year. I have one ultimate goal that drive every decision I make in my career and in my life.



John Barrows

I like to think that I'm a great recruiter and have been fortunate to surround myself with people more talented than me.



Kyle Porter

Urgency matters. Do it today, not tomorrow. Never blame someone who is not in the room.



Donal Daly

Sense of humor. You can get away with saying hard truths if you say them with a smile.



Michael Boyette

Never expect a thank you, and never ask for one; once you embrace that philosophy, you'll naturally gravitate toward doing things that are important to you.



William Tyree

"Never blame someone who is not in the room."

# Conclusion

There's no magic recipe for success, but there are some tried-and-true tips and best practices that will get you started towards developing your own success playbook.

- **Strive for a work-life balance. Outline a plan for how you will achieve this and stick to it, just as you maintain your business commitments.**
- **Surround yourself with smart, interesting people in your industry. If you can't do this in-person, immerse yourself online in the latest from thought leaders.**
- **Get inspired by all of the innovation that is changing the world. We live in an exciting time!**

What are the keys to your success? What are your goals for the future? Write it down (or type it out) and put it somewhere convenient so you can constantly review and add to it.

Want to learn more from the the industry's leaders? These top influencers are all members of the Salesforce Guest Blogger Program. Learn more, and join us, by visiting [salesforce.com](https://salesforce.com).



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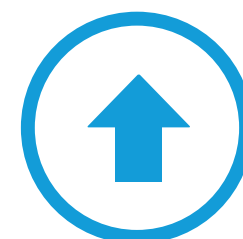
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improved  
win rate



**40%**  
increased sales  
productivity



**32%**  
increase  
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