



# TIPS TO WIN

**+ 300 tips  
to get started,  
make progress,  
and succeed**



*"To all of my bosses and colleagues  
that have shown me the way, giving me  
the methods, tools and know-how..."*

*To all of my bosses and colleagues  
that provided me with priceless  
counter-examples, helping me  
understand the path not to take..."*

*To everyone who gave me confidence  
and time to learn."*

Yann Puslecki

# WHY AM I WRITING THIS BOOK?

*I'm writing this book because I feel the need to a step back.*

*Yes -- at 50 years old, this is undoubtedly the right time to assess my life for once! It is time to take inventory of what I've learned.*

*I am writing this book to take inventory of my own actions. I may recommend certain tips, but in real life, I might not always apply them. Putting them down on paper allows me to question myself.*

*"Oh, that's right. That method worked out well for me and yet I lost sight of it. Let's put it back in place."*

*I'm writing this book in the hope that it will be of use to others, no doubt with the desire to pass on and share, another step towards maturity.*

**My first tip for getting the most out of this book is to put the tips into practice and take action to move forward.**

There's no point in going too fast.

The most important thing is to understand each point and put them into practice with an action plan. If you plan to read this book in one sitting, you probably won't remember anything, let alone try out my tips.

To get the most out of the experience, I suggest following this reading method:

## ● ONE TOPIC PER DAY

Over 100 topics are covered in this book, so let's take it one day at a time -- no more -- but do that one right.

## ● ONE TOPIC PER DAY TO READ AND APPLY TO YOUR LIFE

Each topic covers a few tips and best practices that I've been able to observe, learn and practice.

I don't claim to have the universal answer to every subject, though. It's essential for you to apply each point to your life by asking yourself these questions:

- "How is this going for me?"
- "Am I concerned by this?"
- "What problems do I encounter?"

## ● EVERY ACTION = A PLAN

With every new topic, set an action plan to remedy any problems you've encountered, with a date and frequency for every action.

Put it in your calendar with a reminder to hold yourself accountable.

*Now, let's get started!*

*On the program: over a hundred subjects  
with over 300 Best Win Tips  
to help you get started.*

*Enjoy your reading!*



# BREATHE!

## NO ONE WILL DO IT FOR YOU!

*A few years ago, I went on a freediving course in Sardinia with my friend Nico. Our instructor started out with a theoretical session on breathing, describing its impact on the body's functions. Long after this course, I would see people literally experiencing apnea during phone calls or public speaking engagements. Stress can create uncontrollable obstacles to breathing.*

*Breathing well is essential to feeling good in the body and the mind! Breathing does not just keep us alive, it also plays a crucial role in regulating the nervous system and blood flow. It is at the heart of many relaxation techniques, contributing to physical and mental well-being.*

## BREATHING WELL...

### REGULATES YOUR NERVOUS SYSTEM

Breathing slowly and deeply activates the parasympathetic nervous system, which is the system that relaxes your body and reduces stress. It calms your mind and eases bodily tension.

### IMPROVES BLOOD CIRCULATION

Breathing well helps oxygenate blood and tissue. Good blood circulation is essential for your organs to function properly.

### IS RELAXING

Breathing techniques are at the root of many relaxation exercises. These exercises reduce anxiety, improve concentration, and promote a general state of well-being.

## TIPS TO WIN

### ● FIVE MINUTES EVERY MORNING

Every morning, when you wake up, take five minutes to breathe. Close your eyes and breathe slowly. Breathe in and out deeply, inflating your belly. A simple morning routine can have a big impact on your day. These couple of minutes for daily breathing exercises will have an immediate effect on your overall well-being.

### ● BREATHE WHEN YOU NEED TO

Pressure, stress, an important appointment? Take a precious five minutes and repeat the same exercise. Breathing helps you feel calmer, more focused and energized.

### ● USE THE 4-7-8 TECHNIQUE

Breathe in very slowly through your nose for four seconds. Hold your breath for seven seconds. Then, slowly exhale through your mouth for eight seconds.

## **PART 2**

### YOU AND OTHERS



# SAY HELLO, FOR REAL

*I remember Francis, the first general manager I ever worked under at a big box grocery chain in France. Francis would say hello to every employee he came across. It was never a cold or distant hello. No! His greeting conveyed a certain energy. To my great surprise, he even knew my first name. When he asked me, "Yann, how are you?" He expected a real answer and not a social platitude!*

*Several years after leaving Auchan, I bumped into Francis in the stands at a soccer match. He came up to me, extended his hand and said, "So Yann, how are you?" This great man had a talent for people, that's for sure.*

*Other managers that I deeply admired (Gery, Bruno, Arnaud) also had the knack. Is this a common trait that all great managers share? Do they come by it naturally, or can it be learned?*

## SAYING "HELLO" IS LOSING GROUND

Acknowledging others in the room with a "hello" or a pleasantry is a social code, but is also just plain and simply a way to be polite. I taught my daughters from an early age to greet others by waving before they could say even say hi. "Wave at Daddy!" It's a fundamental rule in our home, out on the street, and in society.

Whether visiting Auntie Lucy or friends, walking into a doctor's waiting room or a meeting room, if someone else is already there, it never hurts to say hello or exchange pleasantries to be polite. Saying good morning, sharing a smile and a wave, or making friendly small-talk is fundamental to showing others that you notice their presence. And yet, this fundamental seems to be losing ground.

Says Julie, a friend of mine, "I was always taught to be friendly, to say hello. Nowadays, when I'm out shopping or when I get on an elevator, it's not easy. Many people just don't want to interact when we cross paths.

Says Arthur, a shopkeeper, "I notice a lack of manners every day. People don't greet each other or even say, 'thank you.' It's like they don't even care that there is a human being in front of them."

What about in the office? In a 2015 survey, employees ranked the lack of friendly greetings among the top five worst office offenses. I don't see any reason why that would have improved since.

If you do not acknowledge the people around you, what do you stand to lose? If the answer to this question does not come to you naturally, I encourage you to try this: get on an elevator without greeting anyone or making small talk. Observe the atmosphere and feel the vibes.

Then, get back on an elevator with a straightforward greeting and a broad smile, or even a little small talk. See if there's a difference.

Acknowledging the people you encounter is a mark of attention that lets them know that you've seen them. This same recognition is an indispensable quality in team management that we will circle back to.

How can you turn these seemingly banal interactions into an asset?

## ● LOOK PEOPLE IN THE EYE

There is nothing more unpleasant than someone that addresses you without even taking the time to actually look at you.

I remember very well the first time it happened to me. I was at a trade show with a friend, who happened to be the boss of a fine company, or an "economically important person." A sales manager from a software company approached us, shook my hand, but didn't even look at me! He immediately turned his attention towards my friend, who was clearly his real "target." He shook my hand, but he didn't even see me.

As a result, I've never forgotten that moment and that lack of consideration he had for me despite bumping into him several times since then. I still have a latent impression that he is not interested.

I am not recommending that you stare people down in contest as you greet them. Rather, be aware and take a second to make natural, significant eye contact to let them know that you are paying attention to them as a person.

## ● GIVE YOUR GREETINGS THE SAME ATTENTION

Every quality salesperson or manager knows that they have to prep for the first contact to make a winning first impression. We tend to want to quickly identify decision-makers and give them all of our attention, but when that happens, the others around fall by the wayside. In this instance, it is important to remember that in meetings and encounters of this sort, decisions are often made by multiple stake-holders. There are six people involved in an average B2B pre-sales meeting, for example.

The senior decision-maker's role is to listen to feedback from all of the meeting attendees. If someone feels like they were dismissed by your attitude, this could be to your detriment. Take the time to say hello to each person individually so that you can establish quality contact with all potential decision-makers.

## ● DON'T FORGET TO LISTEN!

So, how's it going? It is good and well to ask. If you ask the question however, you need to take the time to listen to the answer, no matter the answer. If you sense that there is an issue, take the time to actively listen. Otherwise, your intended trite pleasantries could backfire.



# **PART 3**

## YOU AND YOUR EFFICIENCY



# CHOOSE YOUR PLAYGROUNDS AND BATTLEFIELDS

*In "The Art of War," the famous military treatise dating back over 2000 years, Sun Tzu provides us invaluable lessons on military strategy and tactics.*

*Although this text was written in the context of ancient warfare, its principles are still relevant and applicable today in many areas: leadership, management and even in your personal life.*

## CHOOSING YOUR BATTLEFIELD ACCORDING TO SUN TZU

### FAMILIARIZE YOURSELF WITH THE TERRAIN

Sun Tzu insists on understanding and capitalizing on your surroundings. He categorizes various types of terrain, each with their own advantages and disadvantages. The environment influences army movement, logistics and tactics. A General needs to be familiar with the landscape and how it can be used to their advantage or disadvantage. Favorable grounds can determine the outcome of a battle before it has even begun.

**In the business world:** a company has to know the environment in which it is operating: understanding markets, industrial trends, government regulations and competitive dynamics. As a master of your domain, you have the ability to anticipate opportunities and threats, adjust strategy accordingly, and maximize performance.

### KNOW YOURSELF AND YOUR OPPONENT

Before choosing a battlefield, the commander has to assess not only their own strengths and weaknesses, but also their opponent's. In doing so, they can choose an environment where their opponent is at a disadvantage, neutralizing their forces.

**In the business world:** know your strengths and weaknesses, and those of your competitors. This is how you develop sustainable competitive advantages and stay one step ahead of your competitors' strategic moves.

### FLEXIBILITY AND ADAPTATION

Sun Tzu emphasizes the importance of flexibility. A good strategist must be able to adapt their environment as a given situation changes to influences from their opponent's side or their own.

**In the business world:** companies need to be flexible in order to adapt to rapid market changes. This includes the ability to adjust strategies, products and operations to meet new economic, technological, and social realities.

## STRATEGIC ADVANTAGES

An elevated position can offer significant advantages. For example, having the sun at your back or being on higher ground can disorient your opponent, affording you better control of the battle to come.

**In the business world:** market positioning is essential. Companies choose their position based on their unique value proposition, their target clientele, and their ability to differentiate themselves. With proper positioning, a company better serves its customers and sets itself apart more easily from the competition.

## SURPRISE AND DETERRENCE

Your surroundings can be used to catch your opponent off guard, or dissuade them from pursuing combat. Difficult or unpredictable landscapes can destabilize an enemy's plans, causing casualties before combat has even begun.

## LOGISTICS AND PROCUREMENT

You need access to necessary resources, such as water, food, and supply lines. An army weakened by lack of resources is vulnerable.

**In the business world:** efficient management of resources, including human resources, finances and technological capital, is essential. Companies need to optimize internal processes and supply chain to ensure maximum operational efficiency and customer satisfaction at all times.

## RETREAT AND REGROUP

A good battlefield also provides options for retreat if necessary, and the chance to welcome reinforcement. The ability to withdraw at the right moment is essential to avoiding complete defeat and preserving energy for future engagements.

**In the business world:** preparation and planning lead to success. Companies need to develop clear strategies, define specific objectives and anticipate potential challenges. Careful planning minimizes risks and optimizes chances for success.

## PSYCHOLOGICAL WELL-BEING AND MORALE

The landscape has a direct impact on troop morale. Fighting on familiar or advantageous ground boosts confidence, while unpredictable terrain can have the opposite effect.

**In the workplace:** strong leadership is crucial to inspiring and motivating teams. Leaders need to create an environment where employees feel valued, motivated and aligned with organizational goals. Team morale directly influences productivity and talent retention.

# TIPS TO WIN

- **TAKE A BREAK EVERY NOW AND THEN TO REVIEW YOUR STRATEGIES**  
Make sure you are on the right track.
- **CONSTANTLY REASSESS THE STATE OF YOUR RESOURCES**  
Make sure you have what you need to get to the end of the road.

# **PART 4**

## YOU AND MONEY

# GIVE EVERY DOLLAR A JOB

*ROI (Return On Investment) is an elementary concept of economics that sometimes tends to be overlooked.*

*When I started out in big-box retail, this was one of the first lessons I had to learn. I was working on the emergence of new sales technologies, and our role was to identify concepts to prototype and launch at point-of-sale networks. We set up drive-throughs, e-commerce websites, and loyalty programs. Every time we brought up a new concept with management, the same question would arise. "If I give you one dollar for your project, when will I get it back, and how much more money do I stand to earn?"*

*ROI is undoubtedly the key investment principle of any company or person who gets rich. I will only spend a dollar if it will make it more, otherwise I'll just hang on to it.*

*This is a KPI to assess an investment's profitability. Understanding and optimizing ROI can help you make sound financial decisions, improve your revenue, and maximize your overall wealth.*

## UNDERSTANDING THE RETURN

ROI is a measurement of the performance of an investment, expressed as a percentage. It is calculated using the following formula:

$$\text{ROI} = ((\text{Investment gain} - \text{Investment cost}) / \text{Investment cost}) \times 100$$

For example, if you invest \$1000 in a project that generates \$1200 in earnings, the return would be:  $\text{ROI} = ((1200 - 1000) / 1000) \times 100 = 20\%$ .

## TIPS TO WIN

### ● ANALYZE AND COMPARE

Before making an investment decision, compare the potential ROI of different options. Use financial analysis tools and consult experts for accurate projections.

### ● OPTIMIZE COSTS AND MAXIMIZE PROFITS

To improve ROI, focus on reducing costs and maximizing profits.

- **To reduce costs:** negotiate prices, find more affordable suppliers or improve operational efficiency.
- **To increase revenues:** improve your products or services, develop new markets or raise your prices to fair market value.

### ● FOR EVERY DOLLAR YOU SPEND, ALWAYS ASK YOURSELF THIS QUESTION

"How much will this earn me?"

### ● YOUR DOLLAR HAS EARNED YOU TWO DOLLARS: INVEST YOUR PROFIT TO MAKE ANOTHER DOLLAR!

This is capitalizing on an asset's value.

## ● **EVALUATE THE RETURN BEFORE LAUNCHING THE BUSINESS**

It's essential to understand how the business will generate revenue, to whom it will sell its products or services, and how quickly it can recoup its investment.

## ● **CHALLENGE YOUR BUSINESS MODEL**

Put your business model to the test. Anticipate scenarios where things do not go as planned. What happens if investments need to be doubled? What if sales don't come through? These questions can be used to prepare risk mitigation strategies.

## ● **UNDERSTAND YOUR COMPANY'S BUSINESS MODEL**

Even if you do not run your own business, understanding your company's business model is essential.

Knowing what is driving your managers and shareholders enables you to steer your actions to align with the company's objectives. This contributes not only to your personal success, but also to that of your employer.


*Never forget!*

*"Those who stop striving to improve  
will no longer be at their best."*

**ASK A QUESTION OR KEEP IN TOUCH !**

[WWW.BESTWINTIPS.COM](http://WWW.BESTWINTIPS.COM)





*"This book is for those who want to succeed...*

*... for entrepreneurs, managers, employees, the employed, the unemployed, those who are just getting started...*

*...to my children...*

*... and in general, to everyone looking to improve, progress, and grow."*

**YANN PUSLECKI**

