

success
is not a
spectator
sport

How to Take
Action and
Achieve More

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Get in the Game

Remind yourself regularly that you are BETTER than you think you are. Successful people are not superhuman. Success does not require a super intellect. Nor is there anything mystical about success, and success is not based on luck. Successful people are just ordinary folks who have developed a belief in themselves and what they do. Never sell yourself short.

—David J. Schwartz, author of *The Magic of Thinking Big*

What Does Success Mean to You?

I take success very seriously. It is something I am passionate about and constantly striving for. As I was preparing to write this book and contemplating the topic, I came to two conclusions. First, that success means different things to each of us. Second, that it should be constantly evolving. Therefore, the first step in your journey to success is to check your personal compass and determine your direction.

To many, success seems elusive and personally challenging. They are looking for a magic formula to unlock the secret of why some are so successful and why others are not. In the course of this book, you will find out how to

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achieve all the success you desire in your life, both personally and professionally; however, before you can take that first step, you need to identify, examine and define what success means to you. Does it mean having material wealth or possessions; admiration from your peers; fame; the satisfaction of being a great parent; or helping others less fortunate than yourself? Maybe it is all of the above, some of the above, even none of the above.

Only you can identify the answer for yourself. Only you know what drives your passions and obsessions. What is it that will give you that sense of satisfaction that you so much want to achieve? Take a few minutes now to complete the following exercise. It will help you narrow down what success means for you.

Exercise: A success story

Think about a time that you completed a project or task that made you feel particularly 'on your game.'

A: Describe the situation.

B: What was it about the situation that gave you so much satisfaction?
(What specific actions or feelings contributed to the situation?)

Note: You may want to do this simple exercise a couple of times as you work through your definition of success.

get in the game

Exercise: Defining success for you

Using the situation(s) you described in the previous exercise, try to determine the elements that you think define success for you.

For example: When I asked a colleague the questions from the previous exercise, she related her experience as a member of the design team for a sales workshop. As it was very well received, the workshop was subsequently rolled out across the country for both sales and customer service professionals. In describing how her sense of satisfaction might apply to her personal definition of success, she identified three tangible rewards: 1) contributing to the success of others through her teaching, 2) being recognized for those contributions, and 3) enjoying a certain amount of fame.

What does success mean to you?

1. _____
2. _____
3. _____
4. _____
5. _____

For you to truly succeed, you must identify your burning passion, your vision. It's no use waiting for a level playing field. In life, you make your own level playing field. Don't be one of those people who let life pass them by. The purpose of this book is to give you the tools and a road map for your success NOW!

Find a purpose in life so big it will challenge every capacity to be at your best.

—David O. McKay, Mormon Missionary (1873-1970)

Success Is About Participating

The one thing I know for sure about success is that to achieve it you have to be a participant. You must be prepared to take action, be a player. Success is about being willing to take the journey no matter where it might lead you. It involves being able to stay on course, to take the bumps, the knocks and the inevitable twists and turns that will come your way on your journey. Writer Lynn Gerald said, "If the sun can shine after the darkest storm, so can we."

People who watch on the sidelines of life and wait for others to make things happen for them will never achieve what they are looking for. Success will not come to you; you have to hunt it down. You have to create the conditions, and design the plays and the purpose of what it is you want to achieve and become.

Become a risk taker: Get out of your comfort zone

Only those who dare to fail greatly can ever achieve greatly.

—Robert Kennedy, statesman

Success means stretching your limits every time you are in the game. Are you prepared to go after what you want in life, to sacrifice and pay the price? These are the qualities that set apart the average individual from the world's achievers and winners. The average person frequently worries about the risks and the consequences involved in doing something different in order to achieve a better life. Successful people don't worry about the risks involved. They jump right in and *do whatever it takes*. They are comfortable with who they are and realize that despite setbacks along the way, obstacles are just part of the journey.

There can be no success without setbacks. In fact, I believe that if you haven't experienced enough setbacks, failure or rejection in your life, it usually means you have not been living life as it should be lived, taken

get in the game

enough risks, and ultimately have not been as successful as you could have been. This is an indication that you have lived passively on the sidelines as a spectator instead of in the center of the action—as a player!

Every successful person from Henry Ford to Oprah Winfrey to Michael Jordan to Elizabeth Taylor to Donald Trump will tell stories about risks they have taken and the failures they have experienced in order to achieve the success they have come to enjoy. Thomas Watson Sr., founder of IBM, said, “If you want to double your success rate, you must first be prepared to double your rate of failure.”

I believe you have to get uncomfortable before you can become comfortable with who you truly are and with what you truly want. Let me explain that statement. What I mean is that you have to be prepared to get out of your comfort zone. For many people that involves change, and change makes some people feel uncomfortable.

I know that change is not easy. My personal experiences with change will testify to that. The one constant feature of change is that we can run from it, we can resist it, we can hide from it, but eventually it will find us. My personal philosophy is this: if we resist change we will fail. If we accept change we will survive, but for those of us who are prepared to embrace change, then I believe we will succeed.

Business consultant and author Nido Qubein said it best: “Some people find change more threatening than challenging. They see it as the destroyer of the familiar and the comfortable, rather than the creator of the new and exciting.”