

HOW TO CREATE YOUR OWN DEFINITION OF SUCCESS (AND WHY IT MATTERS)



DEFINING SUCCESS MATTERS

Defining success helps us make choices, rather than just follow impulses. These kinds of shifts might be challenging for us, but creating a clear definition of success helps us become more intentional about taking the right steps toward our desired future.



When we clarify the destination, we also begin to clarify the path to it.



When we have a destination, we jumpstart something in our brain called the Reticular Activation System. This helps us start filtering information that will help us reach our destination. In fact, we actually start looking for things that will help.



While we're gathering and filtering information, we start moving towards our destination.



Now that we're moving in the right direction, the logical and emotional sides of our brain connect, and we begin to really believe we can reach our destination.

TOWARD IS SUSTAINABLE. AWAY ISN'T.

When things are stressful or we feel like there's a lot of chaos, often we just want to get away from it. If we don't have a clear definition of success, we can fall into survival mode, where we just want to make it through, to complete the day.

Completion and Success are Very Different.

When we're in motion, it's important that we're moving toward something rather than getting away. That's where our definition of success matters. It motivates us to move in the direction we want to go to make the changes we want to make. When we are moving in that direction, our journey is no longer about just surviving the day.



WITHOUT A DEFINITION OF SUCCESS

- Success becomes survival
- We don't develop, grow, or learn
- We don't pursue anything better
- We rely on habits and patterns of behavior
- We think the same thoughts we always have
- We disengage
- We lose motivation and fulfillment



SUCCESS QUESTIONS

For Leaders

- What kind of leader do I want to be?
- How do I want my team to think about me?
- What kind of difference do I want to make?
- What will be better if I show up and lead the team well?
- What kind of team culture do I want to create?
- Why will it matter for the pets?
- Why will it matter for the clients?
- Why will it matter for for me?

For Teams

- How do I want my team to show up?
- How do I want them to prepare for the day?
- What kind of attitude would I like them to have?
- How do I want my team to feel at the end of the day?
- How do I want my team to handle challenges?
- How should my team approach learning and their own development?

HOW GREAT LEADERS DO IT

- Build a habit around planning with success questions
- Work in both small and large sections of time
- Continuously update and explore new definitions of success



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