

## DEFINE SUCCESS

Everybody wants it. Nobody can really define it.

If I asked you what it means to be a 'SUCCESS', what would you say?

Think about this: If you can't **define it**, and therefore can't **measure it**... how will you ever know if you achieve it???

Most of the young people I'm around believe that the definition of SUCCESS has something to do with **finances, money and material goods**.

The older you get, the more you know that it is actually the complete **opposite**.

In all of my readings, some pretty powerful philosophers and thinkers **never** tie success to money. It's always about **VALUE, SIGNIFICANCE, FULFILLMENT**, etc.

Following are some quotes and thoughts from some pretty '**successful**' people:

- *"Try not to be a SUCCESS, but rather to be of VALUE."*

Albert Einstein

- *"Many people have come to a point in their life when they want to move from SUCCESS to SIGNIFICANCE."*

Peter Drucker

- *"Our focus should be on FULFILLMENT, not SUCCESS."*

Viktor Frankl

- *"SUCCESS is to know even one life has breathed easier because you have lived."*

Ralph Waldo Emerson

- *"SUCCESS is very largely a matter of adjusting oneself to the ever varying and changing environments of life... in a spirit of harmony and poise."*

Napoleon Hill

- *"SUCCESS is peace of mind... knowing that you did the absolute best you could do... with what you had."*

John Wooden

Here are two more definitions from two of my favorite authors/thinkers.

First, I went to the 'Bible' of SUCCESS. In 1936, Napoleon Hill wrote *THINK & GROW RICH*, which has become one of the all time classics in the personal development field. He also wrote *THE LAWS OF SUCCESS*. Mine is 3" thick with a bright red cover. Hill's copyright is 1937. My first reading (inscribed inside the cover) was 40 years later on the 25<sup>th</sup> of May 1977.

Here's Napoleon Hill's definition of SUCCESS:

*"SUCCESS is the attainment of your DEFINITE CHIEF AIM without violating the rights of other people."*

Obviously, in order to achieve Hill's 'SUCCESS', you would need to know exactly what is your 'DCA'!!!

Then, Earl Nightingale, the actual father/founder of the personal development industry, wrote the all time classic motivational and inspirational book entitled *THE STRANGEST SECRET*. Recorded in 1956 for a small group of salespeople, *THE STRANGEST SECRET* went on to become one of the all time best selling records. It is also captured in 19 small pages. (*THE STRANGEST SECRET* is really not that strange and it's not a secret: **YOU ARE WHAT YOU THINK ABOUT**. That's the whole message.)

Earl lays it out like this:

*"SUCCESS is the PROGRESSIVE REALIZATION of a WORTHY IDEAL."*

Again, it would be hard to meet Earl's definition if you couldn't **define/state** your 'WORTHY IDEAL'!

And, of course, there's Maslov and his eponymous 'Pyramid', which says our highest needs is **SELF-ACTUALIZATION**.

Here is **my** own favorite definition of SUCCESS. At my age and stage in life, it works great. It also comes straight from an iconic legend from my youth, Bob Dylan.

*"SUCCESS IS WAKING UP EVERY MORNING...  
AND DOING WHAT I WANT TO DO."*

\*For some of us, just **“waking up every morning”** is a good way to define SUCCESS. ☺

Mark Cuban, billionaire, blogger and owner of the Dallas Mavericks says almost the same thing, when he says,

*“SUCCESS isn’t about how much money I have in the bank. It’s how big a SMILE I have on my face when I WAKE UP.”*