

# What Makes People Successful

HOW TO REACH YOUR GOALS

Success ... What Is It  
And How Do I Get It?

Build A Better Image

Women's Small Business Alliance

Learning To Enjoy Your Job Again

## How Do I Get It?

To achieve success you need a dream and a life plan. Patience and determination also help because success takes hard work and time to achieve. Easily achieved goals are not true successes because they involve no challenge and result in few feelings of deep satisfaction. For example, if a person who chooses money as a goal should happen to win the lottery, this is not true success because the goal was reached through luck rather than effort. Similarly, if a person with fame as his or her goal becomes an instant celebrity due to show-biz connections in the family, this too is not true success because it was not earned. Remember — success refers to achievement, not just acquisition. This is a very important distinction. For one cannot truly be and feel successful without the personal involvement of meeting challenges and overcoming them in order to experience a deep sense of satisfaction and fulfillment. Too many people have the external appearances of success but lack the internal core of successful thoughts, feelings, and experiences which supersede any material facades.

What is your idea of success? What is your long-term plan for making it happen? You must do things each day that put you closer to your goal. If you aspire to a certain position within

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by Sybil L. Holloway

### What Is Success?

In a very broad sense, success refers to the achievement of a goal. But this goal varies from person to person depending on values, desires and priorities. For some, success means money. For others, it means happiness. And for others it means status, power, family, education, fame, or a host of other possibilities. In order to be successful in your own eyes you must first define success in your own terms. That is, you must select an achievable goal that has personal meaning for you. You cannot achieve true success based on someone else's definition. True success involves listening to your heart. Success should make you feel wonderful and free — not trapped.

your company, you must take gradual steps to make that promotion happen. You will likely need to spend some time at the lower levels learning about the company, its customers, and its products until you have gained enough knowledge and experience to effectively handle a higher level position. This process is not guaranteed to be smooth and failure along the way is a strong possibility. Failure is a great learning experience and almost all successful people have failed at something during the course of their lives. Failure to overcome a challenge or to meet a goal does not mean that you are a failure as a person. It just means that you need to try again using a different strategy or perhaps change your goal.

### What Next?

Once you have reached one goal you are now ready to set others, for life is a process through which we are constantly growing and changing and the learning never stops. I remember reading somewhere that success is a journey, not a destination — and this is very true. So, create your own definition of success, make a plan, focus on your goals, work hard, think positively, and be persistent and patient, and success can be yours. May you have a safe and exciting personal journey.