

Enduring Success

Solutions for Work and Life, 15 February 2007

In the last newsletter, we talked about measures of success and the impact of choosing different measures on how we perceive and influence our work. Today, we take a step back and look at the broader question of what is success in life; that is, what makes enduring success?

Feedback on Measures of Success

In the last issue, we asked, do you have any examples where changes in your measures of success had an impact in the conduct of your business or life? This question prompted a lot of comments, discussions and emails; not to mention challenges to my own continued reflections on my business. If you have not yet given this some thought, perhaps some of these comments will resonate with you.

"For a long time, I was measuring my success by my corporate life, i.e., money, income, employment, projects etc. Now my measure of success is days spent with my young child, elderly mother and my husband. And secondary to that is building a business in 2007."

"I know I have never been motivated personally by money, it really was the work I was doing at any time that I enjoyed. But, then how did I measure that? Well, when I was doing recruiting and consulting, I measured my results in terms of call-backs from previous clients and the number of times my clients asked for extensions on my contract...My boss was understandably interested in my P&L, but I have to say, those numbers alone did not tell me enough about how I was doing to be very effective."

It is interesting to notice that none of these comments include a single measure. Money is one of the measures of achievement; the question remains, what are your other measures?

Another reader forwarded the article [Four Keys to Enduring Success](#) by Martha Lagace, a summary of research finding by Howard Stevenson and Laura Nash of the Harvard Business School. We will explore these concepts in the next section.

[Measures of Success - Reprinted in EzineArticles.com](#)

Enduring Success

Research done at the Harvard Business School has shown that **enduring success** is seen across four areas :

- **Achievement:** Do you measure accomplishments against an external goal, e.g., for example, power, wealth, recognition, competition against others?
- **Happiness:** Is there contentment or pleasure with and about your life?
- **Significance:** Do you have a valued impact on others whom you choose?
- **Legacy:** Have you infused your values and your accomplishments into the lives of others to leave something behind?

Stevenson and Nash contend that in fact, all four areas are required to achieve enduring success. Achievement or what we often see as success often arrives in

the business world without balance across the personal, spiritual and service spectrums. The research points out conflict often arises across these areas, as they compete for your attention and resources.

As we move into the Year of the Golden Pig - year destined for prosperity - consider whether your success is balanced.

Achievement: What measures of success have you established for your work life? What have you achieved in your life? What challenging goals have you set for the future? Are you progressing toward your goals? Is there a way this could or should be accelerated?

Happiness: Is there contentment or pleasure in your life? Have you surrounded yourself with people and things that bring you enjoyment? Where are your sources of frustrations? Are there actions you could take today to reduce them? What small step could you take that would bring you a smile? Can you make it last?

Significance: When you look at the people that you interact with in your personal and professional life, are you added positive value to their lives? Consider your spouse/significant other, your children, your co-workers, your subordinates, your clients, and your friends. Are you adding to their achievement? to their happiness? to their development? What more could you do? What are your aims as you consider your impact on others?

Legacy: What impact will you leave behind you, whether small (influencing the life of one person) or large (improving the world)? What impact would you like to leave? What could you do today that would begin to use your success in other areas in a way that leaves positively influences the world?

Consider the words of Robin S. Sharma, from [The Monk Who Sold His Ferrari](#),

...the purpose of life is a life on purpose. Those who are truly enlightened know what they want out of life, emotionally, materially, physically and spiritually. Clearly defined priorities and goals for every aspect of your life will serve a role similar to that played by a lighthouse, offering you guidance and refuge when the seas become rough".

Have you set goals and priorities that will lead you to enduring success?

[I invite you to leave your comments on my blog.](#)

If you are seeking greater clarity around your purpose in life, or are finding yourself challenged in making changes you need, consider a complimentary coaching session. With a 45 minute phone call, you will begin to find greater clarity and direction - you have nothing to lose, and much to gain. Send me an email to set up an appointment.

With wishes to you of enduring success in the Year of the Golden Pig,

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