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Everyone Needs A Wise Man

JESSICA DEVENISH
 Checknet / E Partner Net

A wise man once told me that getting to the top is not always what it's cracked up to be, because you're never really sure what "the top" is.

In other words, what does it mean to be successful?

I've thought about this throughout my 19-year career and my 10 years as a business owner. (I know, I agree with you. I'm not really that old.) And I finally understand what this wise man was trying to tell me: Getting to "the top" is personal. You have to define success, define your goals and then recognize it when it happens.

But there is common ground in our individual journeys to success. Here are three principles to succeed by — as my wise man once said.

Passion

This wise man told me that realizing your passions will create your strengths. And knowing your biggest strengths can be your biggest weakness — so be ready to face them.

In finding your fervor, make sure the passion you have for your industry never loses its shine; never lose sight of the reason you went into business. Share your passion with your staff and clients to bring it to life. Take it with you everywhere you go.

People

This wise man told me to always treat people the way you want to be treated and to surround yourself with inspiring people. Always work to make new relationships and associate with great mentors, coaches and business leaders. Be a person of stories — share your experiences so others can look to you for direction. The people you surround yourself with will make the difference.

Performance

This wise man told me that success is defined by how you handle your shortcomings, failures and disappointments. Always step up to make situations better. Monitor your work, your goals and your growth. Perform at your best level, searching for quick and efficient ways of doing business. Technology and opportunities change fast, so be prepared to embrace the idea that "change is good."

Everyone needs a wise man, but if you've never had one in your corner, I'm happy to share mine with you. If you apply these three principles, this wise man will have made a difference in your life as he has in mine.

Thank you, wise man ... who is my father, my business partner, my mentor. You are the foundation of the inspiring people I surround myself with. (Little did you know I've been listening all these years.)

Cheers to you! 