



Feature Series

March 2010



Article Two: Defining Success

Greetings! Welcome to the second article in the *Feature Series* from Peter Stephenson of uSucceed In Life ("uSucceed").

In my research, I have studied the published biographies of 100 successful world famous people. They became successful in the fields of business, government, entertainment, sport and other occupations. I had a particular focus, namely, what were they doing as young people and were there any particular similarities or patterns to which their success in life could be attributed?

You can access their bios free of charge at www.usucceedinlife.com/famous-people

You may know of a young person or parent who may be interested in reading this research brief. The themes of "succeeding" and "success" have been around as long as mankind and current definitions have endured for at least three generations - for ourselves, our parents and our grandparents. There are three key points to emerge.

First:

Success in Life can mean many different things to different people. It is not just about making a lot of money!

It may be about simply achieving to the best of your ability.

It may be about making the most of your life, not only for yourself, but also in terms of your impact on the lives of others.

It may mean a combination of success in work life, family life, social life, and in life at various stages from birth through to maturity.

We only have one life. We should therefore look upon Success in Life holistically, in other words, in a total sense, of which work and career naturally form important parts - after all, we all have to earn a living.

Keywords which come to mind when we think about Success in Life, include (in random order):

Health	Career	Wealth
Happiness	Security	Recognition
Satisfaction	Glory	Fame
Contribution	Achievement	Excellence
Fulfillment	Sport	Entertainment
Academics	Entrepreneur	Service to others
Leadership	Use of abilities	Family & friends

Pursuit of interests	Winning	Caring & sharing
Support of a cause	Designing	Creating

...the list goes on and on! Now think of some words of your own.

Second:

Success is more about something that is intended, rather than something that happens by accident (although, of course it can happen by accident). Therefore, irrespective of definition, success is something invariably aimed at.

In my research, 85% of individuals were ambitious or driven self starters when they were young people. For them, success was more about something that was intended, rather than happening just by accident.

Third:

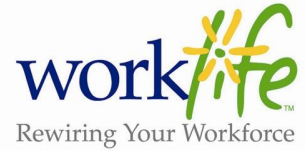
If comparable notions about success have been around for three generations, then young people, their parents, and even their grandparents have a lot in common when it comes to the subject of success. This suggests that the familial influence is likely to be an important element underpinning Success in Life, as addressed in my website www.usucceedinlife.com.

Indeed, 65% of the successful people studied, benefited from positive family influence when they were young, either in the form of their parents acting as role models or through their specific advice.



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What is your definition of success in your own life?

I now encourage you to try to define for yourself what you mean by Success in Life. Clearly this will likely have something to do with work and career, and importantly, something to do with the rest of your life - after all, you only have one life and you need to make the most of it!

To begin the thought process or indeed to take your definition to the next step, we invite you to use our **FREE** Self Help Planner available at www.usucceedinlife.com/self-help-planner.

And remember, defining success in your life as a young person is unlikely to be a one-shot deal. You will likely need to revisit your definition quite a few times, until you are satisfied with your efforts.

How to make it happen!

The uSucceed In Life website addresses the importance of progressively defining what Success in life means to an individual in the form of a Journey of self-reflection and discovery. In effect, it provides a break-through, short online course for young people seeking success. Go to www.usucceedinlife.com/career-advice for more information.

For parents, close friends or career counselors seeking to further help young people develop successfully, please visit or refer others to the uSucceed Research Report and Guide at www.usucceedinlife.com/career-development.

I look forward to your thoughts and comments.

Thanks and best regards, Peter.