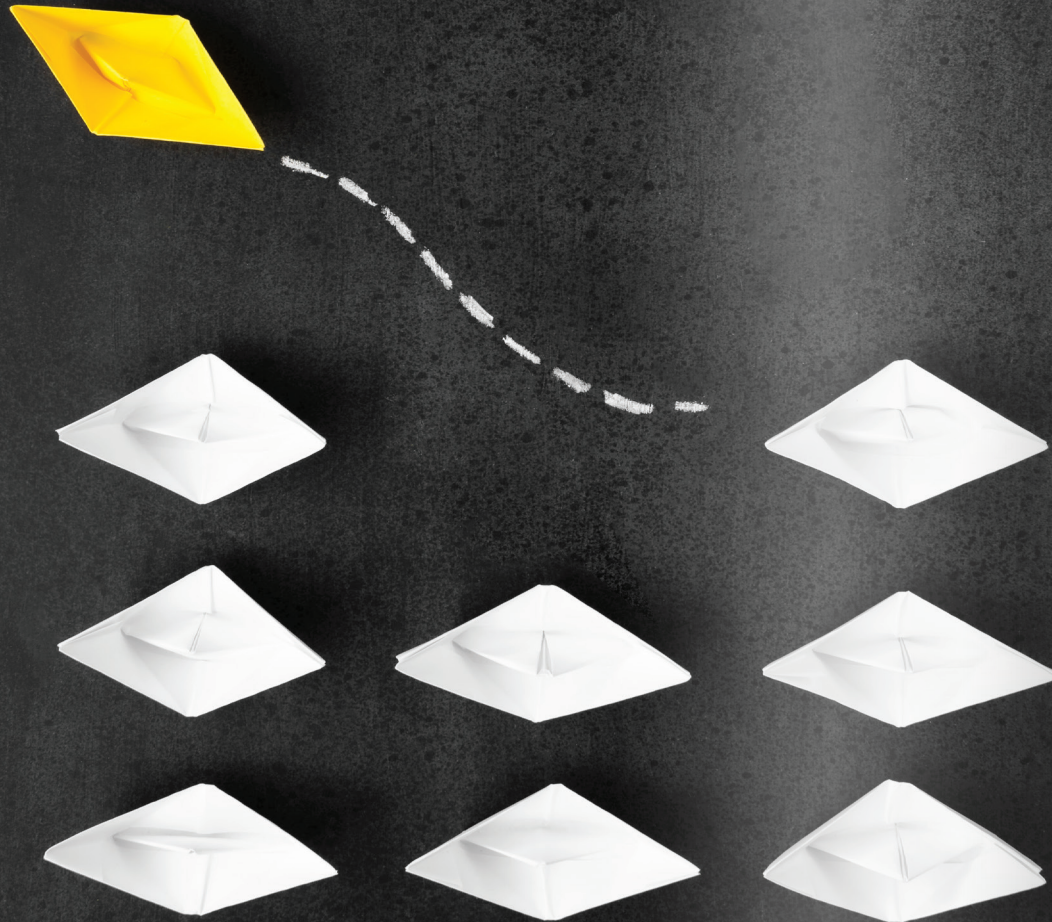


7 SUCCESS PRINCIPLES

THEY WON'T TEACH YOU AT UNIVERSITY

by Bernadette Baynie



What is success, you might ask?

Whilst there may be many definitions out there, I believe that the meaning of success is unique and personal to each of us. What success may look like to one person might be completely different to another.

The key is not to focus on what success looks like to others, but what success actually means to you.

It could perhaps involve achieving some or all of the following elements in both your inner and outer life:

- a great sense of fulfilment
- peace of mind (both physically and mentally)
- financial freedom
- loving relationships
- an overall sense of happiness and value

The one major trait that we all have in common is that we all want to experience success in our lives – no matter what our background, age, gender or profession.

To help you achieve it - here are seven success principals that will promote your self-belief and empower you to realise your true potential. If only they taught these to us back at university!

1. CLARITY OF PURPOSE

Clarity of your purpose is really everything! You simply cannot hit a target that you cannot see. As Thomas Carlyle once said: "a person with a clear purpose will make progress on even the roughest road and a person with no purpose will make no progress even on the smoothest road".

I believe that the foundation for all success comes from being absolutely clear on the following:

- who you are,
- what you believe and in value, and
- what you want out of life and why?
- what goals will get you there, and
- how will you achieve them?

These factors set you up for both short and long term success, because they give you a clear vision, purpose, pathway and destination.

2. FAILURE IS ESSENTIAL TO YOUR SUCCESS

Fear and failure are pivotal elements to becoming successful. Why? Because they can teach you some of the most important things that you can ever learn about who you truly are and what you are capable of. Treat each failure as a temporary setback – as it is simply a detour and life lesson on your path to success. As the famous leadership author Zig Ziglar once said: "Remember that failure is an event, not a person."

Your failures are valuable, as they are important signposts, guiding you forward and leading you closer to achieving your aspirations. Failure also teaches you how to become more agile and resilient in a world of constant change. The key is to make it a habit of living your life purposefully - without any regrets. The most important thing of all though is that it does not matter where you have been, all that matters is where you are going!

3. SELF-LIMITING BELIEFS

Successful people have a strong sense of empowerment and self-confidence. They know how to overcome the self-limiting beliefs, which can pervade your mind and polarise you. Some of these are:

- the fear of insufficiency – ie: that you are simply not good enough,
- the fear of being judged,
- the fear of being criticised, and/or
- the fear of being rejected.

These fears can drain, demoralise and damage you. You can never feel truly in control and empowered if you constantly hold on to such negative self-limiting thoughts and beliefs. You are worth more than that. Don't hesitate to let them go, as they do not serve you.

Learn instead, to accept and like yourself for who you are now. This is self-care at its best.

There is abundant potential within you that is waiting to be released.

When you acknowledge this unlimited potential, your self-worth and self-esteem start to expand you. So too does your self-belief. The more self-belief that you have - the more positive energy you create for yourself. The more positive energy you have, the more willingness you have to explore the highest experiences that will give you the most fulfilment in life.

4. SELF-AWARENESS AND SELF-BELIEF ARE EVERYTHING

Self-Awareness is taking the time to focus your full attention upon yourself. It involves you consciously and consistently noticing different aspects of yourself - as if you were another person observing you, in particular: your thoughts, your feelings, your reactions, your attitudes, your behaviours, your habits, your intuition and most of all your expectations of yourself.

Self-Awareness is learning about all of these things that make up the real you and accepting them all, unconditionally. You cannot be self-aware without being honest with yourself.

The highest form of self-awareness starts with unconditional self-acceptance. It is the essential seed to your success.

Self-belief and self-confidence are key building blocks for your success. Such qualities are empowering as they enable you to take full control of your future and your reaction to important events in your life. They can grow and flourish once you have planted your seed of self-acceptance in the garden of your conscious mind.

When fear and negative thoughts creep in (as they will do), you can learn to consciously push them out gently, by promptly filling your mind with positive and happy thoughts. Your belief and confidence in yourself will improve when you practice this exercise consciously and consistently.

5. RESILIENCE FROM LESSONS LEARNED

Our life experiences, both high and low, will always gift us "pearls of wisdom". These pearls

are valuable opportunities to learn something important from the many events that fill our lives.

Try to get into the habit and mindset of discovering your lessons from key events and experiences in your life.

Practice being thankful that they came your way. Anyone can criticise, condemn and complain about them. But it takes a person of character and self-control to recognise the valuable opportunity that such experiences gift us. We become more adaptable, wiser and truly resilient from them. I believe that success will always come into your life when you hold yourself to a higher standard than anybody else expects of you. When you do so, the quality and quantity of your output expands. So too does your value and contribution to the world around you. Don't be afraid to explore what you are truly capable of and challenge yourself consistently, no matter what the obstacles.

6. RELATIONSHIPS ARE EVERYTHING

A great part of success emanates from the quality of the relationships that you have in your life.

The most pivotal relationship of all is the one that you share with yourself. A great relationship is built on liking and trusting yourself and making sure that you don't compromise who you are for anyone or anything.

Making others around you feel important is a fundamental key to building better relationships in your external world. Because your time is precious, try to always surround yourself with positive, enabling and caring people that will energise you, see the best in you and help you to achieve your true potential.

One of the greatest pieces of advice on human relationships and success is from Henry Ford who said:

"If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

When we take this empathetic approach - we make others feel valued and important. They in turn become more open to you, more trusting of you and more willing to consider and value you. It's the iron law of cause and effect at play.

7. BECOME A PERSON OF VALUE AND SUCCESS WILL FOLLOW

Albert Einstein once said:

"Try not to become a person of success, but rather try to become a person of value."

He understood that value is directly connected to success and the more valuable you are, the more successful you will be. Being a person of value is all about the power of sharing. It means always giving your best and sharing it with others, being honest and keeping your word and most of all being reliable and trustworthy. Follow through is essential, even if it is uncomfortable or inconvenient to you. True value lies in your investment of your valuable time, knowledge, encouragement, support and wisdom in others. Whatever you learn should not be tucked away, but shared and sown as a seed into the hearts and lives of others. In return, you will receive many valuable insights and life experiences that will energise you and propel you forward.

CONCLUSION

Ultimately, the best way to become happy and successful is to be true to yourself and to make others around you feel important and successful. You cannot pour the perfume drops of happiness and success on another without getting some on yourself! You see, true success in life is not measured by how much you make, but by how much of a difference you make.

At the end of the day, it is all about how you make people feel. The doors of success and fulfilment will always open at the right time - for those who consistently make others around them feel great about themselves.

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