



## Transformational Leadership & Service Podcast

### Episode 5 Transcript

#### *Do You Really Want to be Successful?*

Do you really want to be successful? Most people would respond with a resounding “yes” when asked this question. But, let’s face it, it’s not easy to be successful – however you define success – but it is possible. To paraphrase a once popular country tune, “if you’re been looking for success in all the wrong places,” maybe you will find the following suggestions to be helpful.

- First, to be successful, you must love what you do.

Sounds easy enough, however, I find that many, if not most, simply endure what they do, finding little personal satisfaction or fulfillment. If I have just described you, take heart. It’s not too late. Take a few minutes to specifically identify the activities that excite you, that make you smile, that cause you to look forward to getting up in the morning. Don’t worry too much about money and security issues. Those things have a way of taking care of themselves over time.

- Second, to be successful, become an expert at what you love to do.

What is an expert? An expert is someone who knows more about a particular subject – or who is more proficient at some activity – than is 90% of the population. Truly successful people have learned the importance of separating themselves from the teeming masses by way of what they know, what they can do, or both. How can you become an expert, too? Study and practice! Pick what you want/need to know and then make a focused effort to take classes, read books and articles, talk and correspond with established experts in that field, etc. As you begin to know more, it becomes time to practice more. Accomplished athletes, musicians, scholars, theologians, artists, craftsmen, politicians, parents, leaders, etc. all share one thing in common – they have discovered the tremendous value of on-going practice. From knowledge and practice springs expertise!

- Third, to be successful, talk and write about what you love to do and are expert in!

This single step is critical. The fact is, cream rises to the top – or the successful to the forefront – once they learn to articulate their passion and expertise to others. Don't hide your light under a basket. If you love what you do and have mastered it, aggressively share that knowledge and wisdom with others by way of the spoken and written word. The results will amaze you.

It's clear to me that most people desire success in life, yet few know that there is a process for attaining success. Fewer still are willing to do what it takes to be a success. Will you be the exception?