

## Success - How do you measure it?

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### Task 1: Measures for personal success and observations thereon.

#### Measures for success

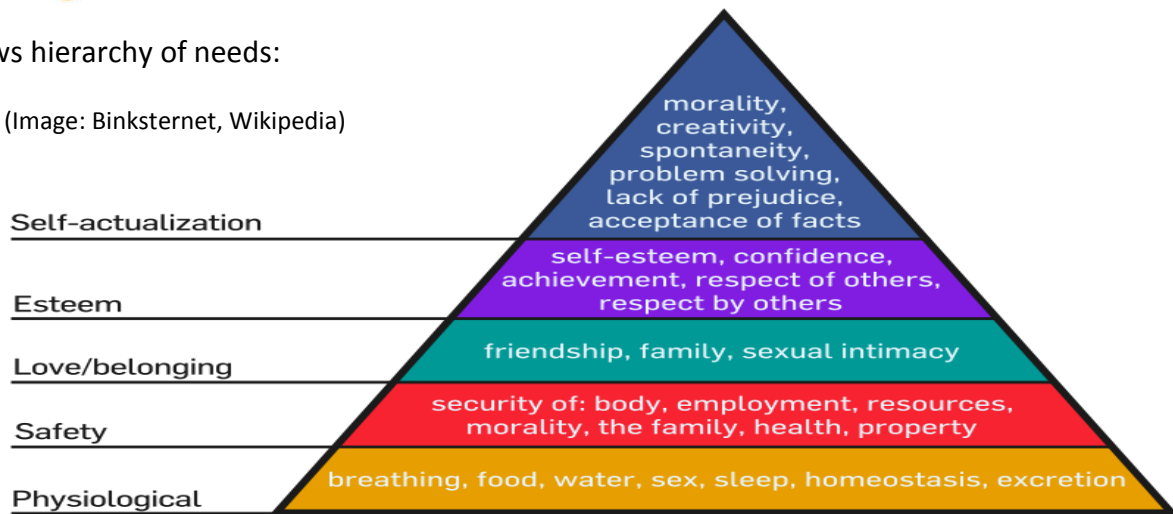
- Freedom to control your own life. Autonomy (vs. feeling out of control)
- Cash in the bank. Wealth. Length of the bonnet of your car
- Do you need a wealth manager?
- When your financial position permits retirement (challenge - live within your means )
- Family; provide for them, giving your children opportunities, being proud of them
- Using your work skills in a charitable context
- Building a business that will run without me
- Being motivated and energised. Fun in business, job satisfaction (job is your passion), being happy to change others' lives, happy clients, growing business, meeting new clients....
- Time / affordable spare time. 'Timeometer'
- Love the people around you
- Reputation and esteem in which you are held by others
- The number of friends that you have. Number of wedding invitations
- Emotional - whether you feel happy and enjoy life. Are you content with your 'lot'?
- Mastery. Hitting targets. Achieving your goals. Taking a moment to reflect on achievements. Fulfilling your potential.
- How much you know - 'Knowledgeometer'.
- Purpose
- Health
- Travel

#### Observations

- Everyone has different measures
  - Success = subsidised lunches
  - Lower your expectations; 'become a Fulham Fan'
- Business/work goals/issues are one contributor to personal success
- What is important may change; 20's = the ability to buy fashion items without considering the price, 30's = childrens' health, 40's = 'giving something back'
- Remember that it doesn't always have to be perfect to work!
- Success can be relative - one might be influenced by one's peers or parents.
- Tony Robbins (Ted.com) 6 basic human needs:
  - Certainty (Comfort)
  - Uncertainty (variety)
  - Significance (meaning importance)
  - Connection (Love)
  - Growth
  - Contribution (Give something back)

Maslows hierarchy of needs:

(Image: Binksternet, Wikipedia)



## Report on *New Economics Foundation*

"An independent think-and-do tank that inspires and demonstrates real economic well-being".  
Based on analysis of third party research, [www.neweconomics.org/publications/entry/five-ways-to-well-being-postcards](http://www.neweconomics.org/publications/entry/five-ways-to-well-being-postcards)

1. **People connection.** Connect with the people around you. With family, friends, colleagues, and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.
2. **Being active.** Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and one that suits your level of mobility and fitness.
3. **Take notice.** Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experience will help you appreciate what matters to you.
4. **Learning.** Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you confident as well as being fun.
5. **Give.** Do something nice for a friend or stranger. Thank someone. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with those around you.

## Shipleys' business breakfast people

Please ask for our team sheet or visit [www.shipleys.com](http://www.shipleys.com) for more about us and how we may be able to help you. Join our LinkedIn Group: Shipleys Godalming Business Club for further updates.



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Wei Yin Taylor