

NOTES

3. A WORTHY DESTINATION

The best definition of success I have ever been able to find goes like this: 'Success is the progressive realisation of a worthy goal.'

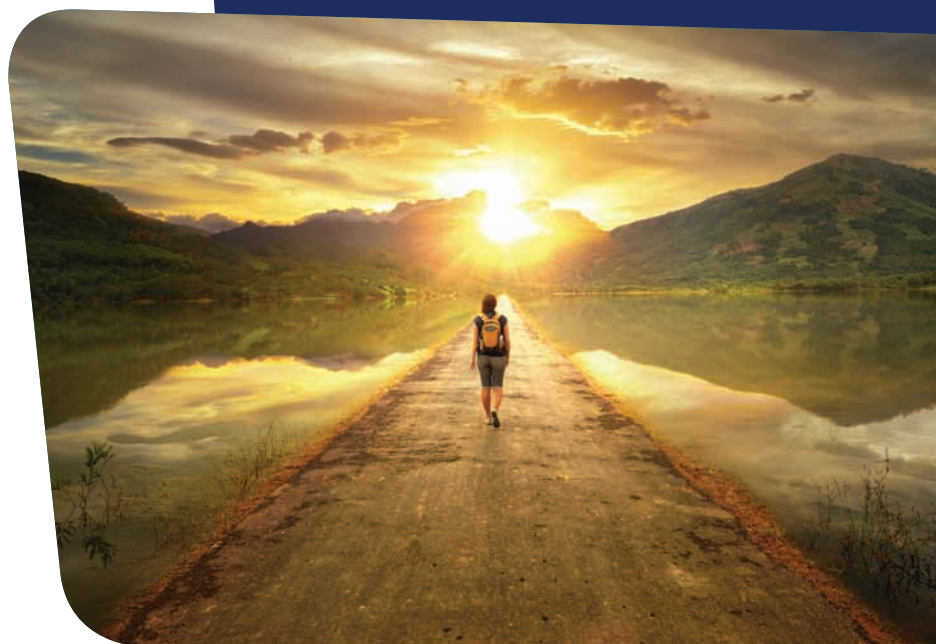
If you think about it for a moment, you will realise just how true that definition is.

It means that any person regularly engaged in achieving something which they consider worthy of them, is successful.

At the same time, it also means that any person not so engaged must be defined as not successful, a failure — or at least temporarily.

Any person with a dream in their mind and heart which that person is pursuing as a worthy goal, is successful. The uninformed always seem to equate success with lots of money. While money often accompanies success, it has nothing to do with success necessarily, unless money happens to be a part of the goal. It is down to each of us to decide for ourselves what our goals are.

Success is the progressive realisation of a worthy goal.



With such a simple definition of success, you would think everyone would be successful. Everyone should be, everyone can be, but it is estimated that only about 3% are. Of all the people you pass on the street, only about three out of a hundred can tell you what they are working towards. The rest are just drifting along, hoping something good will happen to them, (or at least nothing too bad), letting circumstances and economic winds blow them this way and that.



I like to compare human beings with ships, as Carlyle used to do. It is estimated that about 95% of us can be compared to ships without rudders. Subject to every shift of wind and tide, we're helplessly adrift. While we desperately hope that we will one day drift into a rich and successful port, you and I know that for every narrow harbour entrance, there are a thousand miles of rocky coastline. The odds against drifting into port are a thousand to one.

5% of us have taken the time and exercised the discipline to decide on a destination, and to chart a course. To sail straight and far across the deep oceans of life, reaching one port after another – accomplishing more in just a few years than the rest accomplish in a lifetime.

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If you visit a ship and ask the captain his next port of call, he will answer you in one sentence. Even though the captain of a ship can't see his destination fully for 99% of his journey, he knows what it is, where it is, and that barring an unforeseen and highly unlikely catastrophe, he will reach it if he keeps doing certain things in a certain way every day.

There is no road to success but through a clear, strong purpose. Nothing can take its place. A purpose underlies character, culture, position, attainment of every sort.

Every person should do the same thing. Unless you can say, in one concise sentence, what your goal is, the chances are, you have never clearly defined your goal.