

Keys to Success

by ANN GOLDEN EGLÉ, MCC

With the myriad of distractions and challenges we face today even the best of us sometimes struggle with knowing what's most important to our success.

It's toughest for twenty-somethings who are caught between peers who profess entitlement and the realities of what it takes to enjoy a successful career. I was saddened by a recent conversation with a 21-year-old college student contemplating entering the work force.

According to Jacob, "The only way to get ahead and be truly successful 'out there' in the working world is to 'step on competitors and to defend yourself from critics.' I don't know if I can do that."

Dealing with highly successful individuals for the past 30 years, I knew there was a different side to the story of attaining success. It was easy to find the following local rock stars of business and personal success to chime in on the topic.

Pamela Hulse Andrews, CEO/founder for Cascade Publications; Pat Gibford, president and CEO for Clear Choice Health Plans, Inc.; Roger Lee, executive director for Economic Development for Central Oregon (EDCO); Patti Moss, CEO for Bank of the Cascades; Rod Ray, CEO for Bend Research, Inc.; David Rosell, founder, Rosell Financial Group and Past chair of the board for Bend Chamber of Commerce; Amy Tykeson, CEO for Bend Broadband and Dr. Brad Ward, neurosurgeon for The Center were all eager share their views on what it takes to become successful.

Keys to success for the above mentioned individuals (in no particular order) are:

- Achieving a worthy, well-thought-out goal in a manner consistent with your values.
- Having a great team. Truly it is synergistic—having the right people in the right places for open communication and collaboration. Having a solid partnership at home is critical, too.
- Having a great vision for yourself and your company. Stay focused on your vision, believe

in yourself. It must constantly be in your thoughts.

- Shedding the "it's all about me" and think of the common good. Be so clear about that road so that no one can way-lay you. That may mean you have some setbacks along the way but that is part of really feeling and knowing what success is!

- Generosity, integrity, collaboration, finding mentors, kindness, rewarding others, but in order to unleash the full force of your success and stir up the magic, you must be vigilant in your actions and your thoughts.

- Dreaming big with a goal in mind, realize that there will be twists and turns along your path including failure, and be persistent despite what others say about you. As Winston Churchill said, "Never, never, never quit."

- Vision, hard work, identifying key people and facilitating their success.

- **The ability to relate to people;** to listen, ask questions, empathize, to look people in the eyes and show that you care. To communicate effectively.

- When you put your people first; have intellect and apply it; and if you have a strong work ethic, there's not much you can't accomplish.

Now that's success. Themes stand out like surrounding yourself with the right people; having clear focus; vision and values; truly caring about people; keeping what's important in the forefront, and knowing there will be bumps along the way.

What you didn't see and will not see in the autobiography of any highly successful individual is their proficiency in stepping on others to get ahead.

**Success is not 'out there',
rather it's inside each of us.
We create it...or we don't.**

If you witness folks, especially Gen 'Y', struggling with success, perhaps the above keys will shed a bright light upon where to focus. It doesn't have to be as difficult as we often make it.

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