

# The Key To Success

by Mikal Nielsen



I recently had the privilege of being the key speaker at the Hawke's Bay YES introductory day.

YES (Young Enterprise Scheme) is a nationwide organisation that supports high school students in creating a business and run it during their last year of school.

I shared with them what

successful people have that unsuccessful people don't have.

Successful people have something in abundance that others lack. What is it?

Here is a way you can check if your answer is correct: If it can be bought, it's the wrong answer. For example, some people say the key is marketing skills or sales skills, but you can buy (or hire) both. Research and planning skills you can buy. Financial skills you can buy. Even people to manage your business can be bought. Team building services can be bought and so can business coaches and strategist. Great staff can be bought. Money can be bought (most highly successful people started with little or no money).

Therefore, none of these are the key to success, meaning that you don't have to have them yourself as you can buy them from others. They are all valuable and needs to be there for a business to be successful - BUT, you don't need to have them yourself.

So what is it that you need to have to be successful - both at work, in your relationship, with your kids, with your health, on the golf course, etc.?

It's the stuff you can't buy. I'm sorry, but it's not for sale. Although many people and businesses will claim they can 'sell' it to you, it's actually not possible.

Does that mean, that if you haven't got it, that you can never get it? NO!

You can definitely get it, but you can't buy it. You have to learn it.

It's like health, you can't pay others to be healthy for you. You can pay someone to coach you in being healthy, but you have to exercise your body and put the right stuff in your

mouth. You can't pay someone to loose weight for you, nor can you pay someone to play golf for you and expect to improve your game.

In the same way, you can't buy the key to success, which essentially can be put into a few 'words':

Confidence, Courage, Creativity, Resilience, Commitment.

There are of course more 'words' we can put on the list, but in essence, these five covers it. Highly successful people have all of these in abundance.

Of course it is not black and white. Everyone reading this will have all of these qualities, but in varying degrees.

The confidence, courage, creativity, resilience and commitment that Nelson Mandela, Bill Gates, Oprah Winfrey, Gandhi, etc. have exhibited are extraordinary.

Then look at people you know who you may consider completely or fairly un-successful, and you will see a lack of some or all of these qualities.

Now look at yourself and the different areas of your life. On a scale from 0-10, what are your levels of confidence, courage, creativity, resilience, and commitment in different areas of your life, i.e. business, health,

intimate relationship, parenting, golf, etc.

What you are likely to find is a clear link between your scores and the level of success/fulfillment you are experiencing in each area of your life.

So, really - it's very 'simple'. If you want to be more successful in any or all areas of your life, all you have to do, is get more of each of those qualities.

Apart from maybe a few, everybody want to be successful and fulfilled - everybody want to be confident, courageous, etc. BUT, fact is, most people don't feel or believe that they have those qualities to the level they want in all areas of their life. We want it and most of us are lacking it to some degree. So what's the catch?

Here's the catch:

If it was EASY to be highly confident, courageous, creative, resilient and committed, then EVERYONE would be it!!!

So, when someone comes along and offers you more success by following some easy steps - RUN!!! It may work short term, but it is highly unlikely to be sustainable and work long term, unless it somehow increases those qualities within you.

The typical advice on how to be successful "Find a successful person and do what they do and you too will be successful"

doesn't work. If it did there would be lots more successful people and businesses around. The books are there in abundance telling you how to do it. The seminars are there teaching you how to do it. Successful people are writing books, giving presentation and seminars on how they did it so you too can have it. Again, if it worked

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**If it was easy to be successful, everybody would be it all the time!**

that way, there would be a lot more success around. Huge numbers of those books sell. Large numbers of people go to those seminars. Yet it keeps eluding most people.

You can't give people confidence, creativity, courage, etc by telling or showing them what to do, nor can you sell it in a book or some magic potion!

Bottom line: If you want to be successful and fulfilled, you need big dozens of Confidence, Courage, Creativity, Resilience and Commitment. If you want more success than you currently experience, you need to increase those qualities within you. How, you may ask. First, you need to find out where those qualities 'live', then where is the 'engine' that runs them, and then work on driving that 'engine' better. In doing that, ALL of those qualities increase simultaneous.

And I will say it again: It's not easy. If it was, everyone would be doing it all the time! However, the reason it is not easy, is not

because it is difficult. It is simply because it is not the way most of us are brought up nor is it a part of what we learn at school or the society we live in. Personally I believe it should be integrated into our education system, but currently it isn't.

When our society as a whole get

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to grow its confidence, courage, creativity, resilience and commitment, we will see the well over one million anti-depressant prescriptions a year (in a society with three million adults) drop to close to nothing. We will drop off the top 10 list of suicides in the world. We will no longer top the world in heart attacks and strokes, and we will no longer have the third highest obesity rate in the world. Stress will be reduced to a healthy and empowering level.

So let's get started! Go on your own quest for those qualities. As in

all legendary quests, YOU have to do it. You can't pay someone to slay the 'dragon' for you and expect to get the 'girl'. The 'girl' only wants the one who slew the 'dragon', not the one who planned how to do it. Of course you can ask for help on your way, but in general, successful people are not as good at helping as the person

who understands the quest itself. Although those two (being successful and understanding the

quest itself) can be embodied in one person, it is rare.

I wish you all the best on your quest to get the 'girl' (confidence, courage, creativity, resilience, commitment) and conquer the 'dragon' (that which stands in the way). I would be delighted to hear about your quest and what you learned and discovered along the way, so feel free to email me at [info@mikal.co.nz](mailto:info@mikal.co.nz)

To success and fulfillment!

*Mikal Nielsen*