

Principles Of Success



Based on 20+ interviews with successful business leaders to date, this brief reflects the key principles leading to **SUCCESS** of leaders in Europe. Applying, reflecting and turning those principles into actions with the help of personal development and career coaching, will result in higher performance, improved work output and a more successful career.

- Money doesn't equal **SUCCESS**; the focus isn't on earning money but on building something that matters
- **SUCCESS** is about improving the world around you and making a difference
- **SUCCESS** is a journey that never finishes; giving, creating and improving situations creates **SUCCESS**
- **SUCCESS** has to do with luck and serendipity; the right place, right time is almost as important as the right idea and right support
- **SUCCESS** isn't created by business itself; a balance in life with family and hobbies is key; happiness is an important factor closely aligned with **SUCCESS**
- Visualisation of what you want to achieve and focus on creates **SUCCESS**
- High standards and values for yourself and others build a basis for **SUCCESS**
- Routines and habits are key to help with focus and therefore support **SUCCESS**
- Journaling and meditation lead to a balanced mind and reflection fostering **SUCCESS**
- Emotional Intelligence, self-consciousness, and awareness of others are key traits of **SUCCESSFUL** leaders
- Failure breeds **SUCCESS**; keep trying, learn constantly, don't take yourself too seriously, and improve daily; be fearless
- Mentors and Coaches support your **SUCCESS**

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