

ABOUT SUCCESS

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“Once we believe in ourselves, we can risk curiosity, wonder, spontaneous delight, or any experience that reveals the human spirit.” —*E. E. Cummings*

Abstract:

If we wish to be successful we must create our own way. Following the same traces as those before us did it is not enough because success does not come accidentally. The managers proceed in order to discover the lesson they must learn from previous stories and some may try to go „in reverse” by striving to discover how the final product or the result was designed and projected. Successful companies do not reach success by implementing any abstract principle but get in top by high levels of reasoning and through a guided process that asks for some principles. Rewards come no doubt as in the case of so many iconic figures and like them we need persistence, passion, honesty, transparency, to be open and ethical.

Keywords: inspire, desire, approach, principle, ideas, passion

The energy of inspiration is all around us. And the best part is that every day may be a chance to capture this energy—to seek out all of life’s possibilities. If we follow our bliss, the universe will open doors where there were only walls and then we must be aware that opportunities don’t happen. We create them. That is why there are no secrets to success. It is the result of preparation, hard work, and learning from failure.

John D. Rockefeller says that the art of being successful does not mean just to reach a certain financial threshold but money comes as supplement to the joy of professing in the field where you are passionate. If willing to be successful you must create your own way. It is not enough to follow the same traces as those before us had done.

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I do not think that success comes accidentally. There is no shortcut to it. Any organization that aspires to greatness has something to learn from those stories of success in the past, even at present as they are relevant for the problems that it has in view to solve and practically for what it aims at.

But how should the managers proceed in order to discover the lesson they must learn from such stories?

Some may try to go „in reverse” by striving to discover how the final product or the result was designed and projected.

1. They find more examples of organizations that have passed through similar problems and solve them with success.

2. Then they find out the reasons for being successful and go ‚in reverse’ looking for the traits that such organizations have in common.

3. They present such factors of success as rules and principles that we should put into practice if we want to reach similar levels of success.

This approach sounds well but if it is easy to describe this approach in reverse it might be difficult to put it into practice.

The reverse approach is imposed to companies with the unexpected results. , W. Chan Kim and Renée Mauborgne, authors of „Blue Ocean Strategy” examined the way companies came into being and developed and were successful and came to the conclusion that they discovered the keys to success. The two authors never admitted that the companies they have studied might have implemented deliberately the Blue Ocean principles , they were too close to put them into practice. Otherwise, how could companies become so successful? It is important to create the so called blue oceans untouched by competition and so to become profitable. You create something new where competitors must be irrelevant, you have brilliant performances, you innovate. Companies are not excellent forever but they grow and diminish in time. It is important to grasp the technological innovation but the valuable ones are more and more to be taken into consideration.

Managers are acquainted with stories from the past to inspire them but such stories cannot be reversed. Stories come with some abstract principles that cannot be put into practice. They might create in their organization replies of some characteristics of the companies that were very successful.

The main problem is that the approach „in reverse” is not a simple one. It is not simple mechanics that has an impulse on results obtained within complex systems where causes and effects are subjected to a dynamic adjustment but conditions in an organization cannot be reproduced in another one just as such.

Organizations are not successful by the simple fact that they have applied an equation of success mechanically and continuously.

Successful companies do not reach success by implementing any abstract principle but get in top by high levels of reasoning and through a guided process following the idea of „try and error until getting a good result”, exercise and get the feedback. It is not so helpful if trying to teach some abstract principles derived from the experience of other companies that were successful.

Still, it is necessary to apply an approach to learn through past experiences.

1. Study the organizations that are successful to appreciate the context and rich processes involved in their growth and development but do not try to distil some generic principles of their stories.

2. Deliberately focus on the organization you study in order to understand the opportunities and inherent problems for the situation and the environment where the business is taking place.

3. Take the strong decision to control only what can be controlled, to replace what is not desired with things that we consider a priority and to explore the inevitable to get results that nobody could have anticipated.

The way to excellency has no shortcuts. We should always try to find out what has determined the success of other organizations, but never consider that our own success can be obtained so simple that in order to reach it it would be enough to „borrow” the keys from others. We must be attentive to the innovation ready to burst out in our own organization and to make efforts to enlarge it. We must not try to transplant in our own domains something that has „grown” somewhere else. Our attention should be focused on the creation of communities where trust and training must reign where good strategies can come out of practice and learning from experience. In short, we must admit the complexity of organizations and strive to cultivate excellency within it, and try not to bring it from outside by applying mechanically the basic equations on the basis of which other organizations seemed to have obtained success.

Organizations ask for the best leadership and as such entrepreneurship is a journey, it's not a destination. There are going to be so many challenges, you are going to get knocked down so many times, but you've got to get up, dust yourself off and get back to it. The persistence, the passion, and staying on course is very crucial. You'll be tempted to cut corners, you'll be tempted to do

things that get you there quicker, but it never lasts. People say the youth are the leaders of tomorrow - we're not. We're the leaders of today, but it's our responsibility to take the seat at the table. We must be attentive to take calculated risks, not to educate the market, to find a hole in the market first and work back from there, or repackage what you have into something people DO want.

We would better take into consideration the following points:

1. Don't compare your start to someone else's finish
2. Know what you can do and what you can't.
3. Use Ideas as the most important and then you can rank people. Without an idea, money means nothing. Obviously, you need capital to make it happen, which you can structure with the right idea and people.
4. We need to be patient and long-term focused
5. the greatest risk is not to assume any risk. There is no reward if there is not the danger of failure.
6. You must stand out, be in front in this way you will know to sell yourself.

Most iconic figures consider that global partners are important to our business model. They combine global partners with subject-matter expertise and local expertise, along with capital. It's a winning combination. Ashish Thakkar says that in the banking space he has got [former Barclays CEO] Bob Diamond. He was a leader in a global financial services institution and he understands banking extremely well. They have the African experience. Together, they bought controlling stakes in financial services institutions across the continent. It's the same with his glass manufacturing partner, JS Group, which has six glass plants in Asia. In every sector, bringing in partners is the way to do it. This is no doubt a way to reap success after success.

Ashish Thakkar is very convincing when he says:

"I believe that success should be defined by the number of lives you are impacting and not by wealth. Because you can get people who have done dodgy deals and become incredibly wealth - which some would define as success. But you also find other people who have had huge impact on the lives of others, but at the same time done well for themselves and their shareholders. I would define that as true success. I think you can be successful in your business and be of value to the community. Unilever is a great example, which has made sustainable development a part of their ethos and company culture. If a large organization can pivot that way, anyone can."

He also says that an entrepreneur needs to have passion, vision and most importantly, a very high moral ground. *"Passion meaning loving what you do and really enjoying it, looking forward to waking up the next morning and getting back down to it is really important. That's what's going to keep you going. Vision is thinking big and starting small — that's very important. Being very honest, transparent, open and ethical is very important."*

The driving force behind our success should be a combination of passion, vision and determination. It is hard and challenging in every respect but we must keep in mind our end dream. Honestly, it is even more important as what goes around comes around. This has been shared by all iconic figures in business.

Richard Branson is one of the most flamboyant--and successful--entrepreneurs in the world. The founder of a long string of "Virgin" companies, from Virgin Records to Virgin Atlantic Airways to Virgin Mobile--and many others--Richard Branson continues to push the limits.

He states that we must consider these powerful words that can lead you to success. I take for granted his words:

1. "My interest in life comes from setting myself huge, apparently unachievable challenges and trying to rise above them."
2. "Business opportunities are like buses, there's always another one coming."
3. "The brands that will thrive in the coming years are the ones that have a purpose beyond profit."
4. "You don't learn to walk by following rules. You learn by doing and by falling over."
5. "Entrepreneurial business favors the open mind. It favors people whose optimism drives them to prepare for many possible futures, pretty much purely for the joy of doing so."
6. "To launch a business means successfully solving problems. Solving problems means listening."
7. "My definition of success? The more you're actively and practically engaged, the more successful you will be."
8. "To me, business isn't about wearing suits or pleasing stockholders. It's about being true to yourself, your ideas and focusing on the essentials."
9. "Well, I think that there's a very thin dividing line between success and failure. And I think if you start a business without financial backing, you're likely to go the wrong side of that dividing line."

10. "My general attitude to life is to enjoy every minute of the day. I never do anything with a feeling of, 'Oh God, I've got to do this today.'"

11. "I'm prepared to try anything once."

12. "My biggest motivation? Just to keep challenging myself. I see life almost like one long university education that I never had--every day I'm learning something new."

13. "Above all, you want to create something you are proud of. That's always been my philosophy of business. I can honestly say that I have never gone into any business purely to make money. If that is the sole motive, then I believe you are better off doing nothing."

14. "A business has to be involving--it has to be fun. And, it has to exercise your creative instincts."

15. "To be successful you have to hit the ground running and if you have a good team around you, and more than a fair share of luck, you might make something happen. But you certainly can't guarantee it just by following someone else's formula."

16. "As much as you need a strong personality to build a business from scratch, you also must understand the art of delegation. I have to be good at helping people run the individual businesses, and I have to be willing to step back. The company must be set up so it can continue without me."

17. "Entrepreneurship is about turning what excites you in life into capital, so that you can do more of it and move forward with it."

18. "A business is simply an idea to make other people's lives better."

19. "I believe that drudgery and clock-watching are a terrible betrayal of that universal inborn entrepreneurial spirit. inborn entrepreneurial spirit."

Conclusion:

Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit. Success isn't just about what you accomplish in your life; it's about what you inspire others to do. In order to succeed, your desire for success should be greater than your fear of failure.

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