

SUCCESS: What if we've been getting it all wrong?



# COMMON PERCEPTIONS ABOUT SUCCESS



zero sum

status

power

singular focus

arrival

quantifiable

goals achieved

financial gain

static target

# WHAT IT LEAVES OUT



## IN OTHER WORDS

“Defining success is one of the most powerful things you can do...

There is a **default definition** that is,  
*‘money, materialism, accomplishment, and achievement.’*

So, if you don’t come up with your own **subversive definition**, there is a default.”

- Brené Brown



# A – P – R DEFINITION OF SUCCESS

PROCESS



ACHEIVEMENT

RELATIONSHIPS

# ACHEIVEMENT

The thing you had set out to do. aka: goal, objective, result, prize



# PROCESS

The systems, daily actions, and infrastructure that lead you toward your objective



# RELATIONSHIPS

The people that involved and/or affected by the pursuit of the objective





# WHEN IN BALANCE...

...all three sides receive equal investment, evaluation, and celebration

Replicable



Sustainable

Equitable

Healthy

Efficient

# OUT OF BALANCE: not enough process

## YOUNG CONSULTING FIRM

- Excellent product
- Lasting relationships

BUT

- Started from scratch each time
- Files saved on personal computers

SO

- Fewer clients
- Burnout



# OUT OF BALANCE: not enough achievement

## NEW HOME FOR ARTS NONPROFIT

- Systematic approach to securing and funding
- Strong relationships with neighbors

BUT

- Real estate deal fell through
- Didn't reach goal

SO

- Start looking for a new space opportunity
- Had to stay in current space longer than planned



# OUT OF BALANCE: not enough relationships

## INNOVATIVE FACILITY PROJECT

- Created a beautiful new space
- Solid systems for operations and lease up

BUT

- Partnership ties strained
- Roles were not in writing

SO

- One partner moving out
- Didn't stay true to original vision



## IN OTHER WORDS

“Success is living your values. If you hit a target, but you compromise your principles along the way, you are not successful.”

- Adam Grant

“You do not rise to the level of your goals.  
You fall to the level of your systems.”

– James Clear



## A FEW PLACES IT CAN BE APPLIED



TEAM  
BUILDING

PROJECT KICK  
OFF

EVALUATION

Where have you seen these areas balanced or out-of-balance?

## ACTIVITY 1: Take a seat

Though we may strive for balance, one leg of the stool often feels more natural.

Please move to the table that feels right to you today.

## ACTIVITY 1: Take a seat

1. Why did you make this choice?
2. What benefits does this "stool leg" bring to work projects?
3. What might it tend to overlook or underestimate?
4. At your organization, how do your teammates balance the stool?





## ACTIVITY 1: Take a seat

- Debrief -

**What did you learn from others at your group?**

## ACTIVITY 2: Balance the stool

Let's practice finding balance!

Form groups of 3,  
with an achievement, a process and a relationship person

## ACTIVITY 2. Balance the stool

You are now a team planning the launch of a fundraising campaign.

1. What do you each bring to the table?
2. What are 3 questions you'll ask yourself at the end of the initiative to evaluate success?

## ACTIVITY 2: Balance the stool

- Debrief -

**What did you learn from others in your group?**

THANK YOU

