

Simple  
Practical  
Powerful



**FORTITUDE**  
BUSINESS CONSULTING

## How to be Successful in Life!

How to be successful in life is very much a personal matter - a unique journey through life!

For most, the journey to success involves a degree of ongoing personal discovery.

Discovering what's most important as we negotiate the twists and turns of life.

Where we are along this journey and what we want from life, varies greatly from person to person.

How to be successful in life comes from:

- Knowing what you want from life
- Knowing what is truly important to you
- Pursuing the things that bring happiness



**PARTNERSHIPS CREATING SUCCESS®**

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## How to be Successful in Life - Your Business is the Key

For most business owners, how to be successful in life largely depends on their ability to get their business to achieve outcomes consistent with their personal goals and aspirations.

At a high level, how to be successful in life depends on the:

- Degree of focus applied to truly understanding what is most important to you
- Alignment between your personal goals and those of your business
- Level of ingenuity applied in resolving or managing incompatible personal and business goals
- Amount and effectiveness of the effort applied in maximising the outcomes your business achieves
- Effectiveness to which you have managed the risks that threaten your success and wealth

## How to be Successful in Life - What Does Success Look Like?

Frequently our level of focus on understanding what success truly means (what matters most to us) is something we don't give sufficient attention to.



We get consumed by the events of everyday life and simply don't take the time to ask ourselves the most important question in the world. 'What do I want from life?'

While we may seek health, happiness and prosperity, the reality is these are often not the things that we actually focus on in our daily lives.

We get side-tracked by less important but 'more' pressing demands.

We focus on the wrong things, at the expense of our long-term happiness and success!

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## How to be Successful in Life - Achieving Meaningful Success!

How to be successful in life depends on achieving meaningful success.

This involves spending the time to truly understand what is important to you, having a clear understanding of your purpose in life and developing a clear vision of the impact you'll have on the world.



With a clear purpose and vision that is accurately aimed at delivering the things that matter most to you - to your success - you can then devise, set and implement strategies to deliver those outcomes.

You will put yourself on the path to long-term success!

### Planning for Success!

How to be successful in life (getting what you want from life) and creating meaningful success involves:

1. Understanding what truly makes you happy and articulating your purpose in life
2. Setting a clear vision of what your success looks like and the impact you will have
3. Developing and implementing strategies that will deliver the desired vision and goals - creating your success

Whilst your vision, goals and strategies may change or evolve, your purpose in life is likely to remain steady, much like a compass guiding you towards what's truly important to you - to your success.

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How to be successful in life involves having a clear purpose that:

- Enables you to align your business goals and greatly enhances the chances of getting what you want from life!
- Provides the focus and motivation needed to sustain the energy required to achieve greatness!
- Provides a solid foundation for the development of the leadership capabilities needed to inspire and motivate those you engage with in the pursuit of your success!

## Creating Success!

By articulating your purpose and vision, you'll be setting yourself on the path to getting what you want from life by providing yourself with:

- An improved sense of direction
- A guide for making daily choices about what to do and what not to do
- The drive and motivation to pursue the long-term investment in creating success



This purpose will guide and empower you to step out of your comfort zone, into the wilderness where success resides!

Discovering your personal purpose also provides an essential foundation for enhancing your leadership abilities and ultimately, the performance and growth of your business.

Good leadership isn't about who you are but about what you do - and importantly, why!

If you would like to learn more about how to be successful in life, how to discover your personal purposes and accelerate your success, give the team at **Fortitude Business Consulting** a call on **1300 551 040**.

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