

# WHAT IS SUCCESS?

by Corey Poirier



If you don't have your own definition of success, know what it means to you, and/or you haven't decided how you will eventually achieve success, at least by your definition, your odds of ever realizing it are very limited, at best.

Here then are a few of my favorite Success Definitions, so that you can perhaps start working on your own definition today:

***“Success for me is maintaining rewarding relationships with those I love while I share success principles with the world.”***

—Success Legend Zig Ziglar

***“It’s certainly not all about material items. It can be that for some people, but success to me is about having full control over your own time, and your life. As they say, one man’s Ferrari is another man’s ten speed.”***

—Alan Frew  
(Lead Singer, Glass Tiger)

**W**e hear the word success thrown around every day. Lists of people who have achieved success are just as wide-spread.

What I find interesting is when you ask people what success means to them, everyone has a different (or at least slightly different) answer.

For some, it means having a big

bank balance or having no debt. For others, it means having freedom of time or choices. For some, it means having a well-balanced family or social life.

The list goes on, and on.

With so many definitions of success, it is no short wonder that so many have dedicated so much time to researching and teaching the foundations of success.

Without a definitive answer, it also begs the question, how do you know if you are truly a success, your business is truly a success, how do you know if you are on the right track, and even whether it is important to you?

Interestingly, in my own study (4000 interviews, thousands of hours invested, 15 years of personal study, and

counting), I have yet to come up with one conclusive (or inclusive) generic sentence to define success.

To that end, instead of attempting to give you one specific/inclusive answer, I have decided to list some of my favorite definitions from some of my personal interviews so that you can decide what success means

to you, and perhaps even write your own definition to help you achieve that definition in your personal and professional life.

Why?

Despite the fact that I haven't discovered one inclusive definition that applies to everyone equally, I have discovered this:



***“To be able to march to the beat of a person’s own drum without having to sell-out, that is one way I would describe success. Actually, I think Bob Dylan said it best when he said ‘a man is a success if he gets up in the morning and gets to bed at night, and in between, he does what he wants to do’.”***

—Gair Maxwell  
(Branding Expert)

Notice that none of the definitions above are specifically about having a lot of personal material, or having a massive

amount of money – although when I ask people who haven’t discovered their core purpose yet, it is always about money.

The question becomes, which group do you want to be in?



Corey Poirier is an award-winning Keynote speaker, multiple-time TEDx, PMx and MoMonday’s Speaker. He is also the host of the top rated ‘Conversations with PASSION’ Radio Show and a newer top rated speaking related podcast, founder of The Speaking Program, he has been featured in one-hour television specials on Eastlink TV and TeleTelevision and he is a columnist with Entrepreneur Magazine, Progress Magazine. He has also appeared / or been featured in Global TV, CBS, CTV, NBC, ABC, CBC TV, Second City, and is one of the few leaders featured twice on the popular Entrepreneur on Fire show. Corey has interviewed over 4,000 of the world’s top leaders in search of success traits.

One of his most recent talks took him to New York City where he had the extreme pleasure of speaking to At-Risk Youth at the Brooklyn Navy Yard Boys & Girls Club.