A simple, straight forward guide to defining success.

SUCCESS
On Your Own Terms

BY LINDA BUCHER
Chasing Success

Exhausting is how I’d describe most of my adult life. It had become a never ending production of long hours spent climbing the corporate ladder in pursuit of the big house, nice car and six-figure salary.

I worked hard. I impressed the right people. I accomplished. But the more I achieved those goals, the more exhausted I became and the less I felt like me.

By my mid forties, I began to question just who I was and just what I was doing.

One of my biggest aha’s was in discovering the reason for my exhaustion and discontent: what I was striving for wasn’t actually success; it’s what I thought success should look like.

In fact, I had spent the better part of 25 years chasing someone else’s definition of success. That definition was influenced by my upbringing, the picture of success portrayed in MTV Cribs and my perception of “successful” people in my field.
In the midst of all of these influences, I had never even asked myself what I really wanted.

**Are you chasing someone else’s definition of success?**

You might be, if…

- Your life looks great on paper, but it doesn’t feel fun or rewarding
- Achieving the markers of success leaves you unfulfilled
- You feel tethered, tired and constrained
- Your days feel like a giant juggling act
- There’s no room in your life for you
- You long for clarity but all you experience is smoke and haze
- You crave inspired action but feel directionless and paralyzed
- You’re unable to use your knowledge and experience in rewarding ways it’s going to take to be successful.
Chasing someone else’s definition of success is like trying to fit into someone else’s skin: it never quite fits and it ultimately feels repulsive. If you can relate, it’s a safe bet that the Who, What, Where, When, and How of your actions are not in alignment with who you are.

In the worksheets at the end of this publication, you’ll have a chance to explore the concept of success, your current definition and how it’s been working for you.
Success: A New Perspective

Here’s a radical proposition: It’s time to replace the definition of success you’ve been operating under with a personal definition of success: one that reflects who you are.

When you live by your definition of success:

• Life and work take on a whole new feel
• It’s much easier to align your focus
• You’ll find yourself naturally motivated
• Your actions will be fueled with positive emotions

… making easy to stay on track and cultivate your definition of success that much sooner.
3 Steps to Redefining Success

Step 1: Know that YOU are at the center of your success

You are the writer, producer, director, stage manager and set designer of your life.

You are also the star.

Success is about you and for you. When it’s defined with this in mind, it feels natural, joyful and is fun to maintain.

Redefining success entails that you look deeply into who you are and what is really important to you. Why? Because when you wrap what you’re doing, why you’re doing it and how you’re doing it around who you are, success goes from concept to reality.
Step 2: Cast These 3 Staring Roles

On the stage of your successful life you’ll find three main players: **Freedom**, **Fulfillment** and **Life Balance**. Casting the right players in these roles is at the heart of redefining success for who you are and requires you to define these roles carefully.

**Freedom**

At the heart of many of our desires is a yearning for freedom. Using the worksheets included at the end of this publication, you’ll take a closer look at the types of freedoms that are important to you. The worksheets will then help you dive in further, to discover what you’d do with each type of freedom you desire. Would you travel the world? Never set an alarm again? Take a walk every day? As you ponder your reasons for wanting these freedoms, you’ll discover deeper motivations that will become the foundation of your personal definition of success.
Life Balance

Does your life feel like a juggling act? When your life is unbalanced, you’re always in a state of shifting and longing because something is always getting shorted.

Success, when it’s personalized for who you are, includes a life balance that feels delicious to you based in your deepest desires, not your perceived roles and responsibilities.

Don’t get me wrong, your roles and responsibilities are real and there will always be some balancing to do. But that lopsided, out of balance life you’ve been living can’t be rectified until you hone in on what’s an ideal life balance for you.

Honing in on the perfect life balance between your career, your relationships and yourself requires you to get rid of your beliefs about how much time and energy you’re supposed to allot to different areas of your life and feel your way into proportions that make you feel buoyant.

How would you ideally allot your precious capacity and energy? You’ll have an opportunity to explore life balance in depth in the accompanying worksheets.
Fulfillment

Incorporating fulfillment into your definition of success gives meaning to what you’re doing. Fulfillment incorporates concepts like personal values, purpose, and satisfaction and it’s entirely feelings-based.

When designing a personal definition of success, I often ask my clients to associate fulfillment with their five senses as a starting point. What does fulfillment look, sound, feel, taste and smell like for you? What else brings you those sensations? You’ll find questions to help you explore fulfillment at the end of this publication.
Step 3: Consider Money a Supporting Role

You were wondering where the money part comes in, weren’t you? Money should not have a starring role in your life, however it is an important supporting character for the freedom, life balance and fulfillment you desire.

In casting the role of money for your life, there’s an important caveat: money and the things you purchase with it should never be used as a measuring stick.

This means that how much you make and what you own simply must not be considered a measure of your self-worth, your achievement, how you stack up against others, or your success.

If money could not be used as a measuring stick, how much money will you’ll need to support the freedom, life balance and fulfillment you desire?

If money couldn’t be used as a measuring stick, what would you buy? Where would you live? What would you drive? Where would you vacation? What charities would you support?

Calculate the amount of money you’ll require to support your personal definition of success. Without the measuring stick you might require less money than you thought.
The Worksheets

It’s high time your definition of success reflects who you are and what you want. The following worksheets will walk you through the process of redefining success for who you are. Take your time, dig deep and release the constraints of shoulds, people pleasing, perfectionism and ego.

Why not give it a try? When you know what success truly looks like for you, it’s so much easier to recognize when you get there. Heck, you may be there already.
Success Redefined

How Have I Been Defining Success?

What definition of success have I been operating under?

How long have I been operating under this definition?

Whose definition is it?

Which parts truly resonate with me?

Which parts don’t resonate with me?
Exploring Freedom

Based purely on who YOU are and what’s important to YOU…

When I am successful, I will be free to do all of these things:

________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.

Why do I want each of these freedoms? What will I do with them?

________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.

How am I already free?

________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
________________________________________________________________________.
Exploring Life Balance

When I consider my **overall life balance**:

Ideally, ____% of my energy would be allocated to career

Ideally, ____% of my energy would be allocated to relationships

Ideally, ____% of my energy would be allocated to self

When I consider the **career** piece of my life balance:

Ideally, ____% of the energy I allocate to my career would be spent working **in** my career (serving clients/community, etc.)

I can see myself doing these things and loving it:

______________________________________________________________________.

______________________________________________________________________.

Ideally, ____% of the energy I allocate to my career would be spent working **on** my career (through development activities, etc.)

I can see myself doing these things and loving it:

______________________________________________________________________.

______________________________________________________________________.
When I consider the relationships piece of my life balance, I'd love to allocate it as follows:

_____% with my significant other.

I can see myself doing these things and loving it:

__________________________________________________________.

__________________________________________________________.

_____% with my family.

I can see myself doing these things and loving it:

__________________________________________________________.

__________________________________________________________.

_____% with my friends.

I can see myself doing these things and loving it:

__________________________________________________________.

__________________________________________________________.
When I consider my life balance and the amount I devote to myself, I’d love to have the following balance:

____% dedicated to personal growth

I can see myself doing these things and loving it:

______________________________________________________________________.

______________________________________________________________________.

____% dedicated to self-care.

I can see myself doing these things and loving it:

______________________________________________________________________.

______________________________________________________________________.

____% dedicated to leisure time.

I can see myself doing these things and loving it:

______________________________________________________________________.

______________________________________________________________________.
Exploring Fulfillment

What fills me up:

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...........................................................................................................................................
...........................................................................................................................................
...........................................................................................................................................
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Exploring fulfillment (as a component of success) through metaphors.

In a word:

Success tastes like _____________________________________________.
Success smells like _________________________________________________.
Success feels like _____________________________________________________.
Success sounds like _____________________________________________________.
Success looks like _______________________________________________________.

Finish each of these statements:

When I am wildly successful, I will feel:

...........................................................................................................................................
...........................................................................................................................................
What I am wildly successful, I will know:

__________________________________________________________________________.

__________________________________________________________________________.

When I am wildly successful, I will be

__________________________________________________________________________.

__________________________________________________________________________.

Ho am I am already wildly successful in terms of fulfillment?

__________________________________________________________________________.

__________________________________________________________________________.

__________________________________________________________________________.

__________________________________________________________________________.

__________________________________________________________________________.
What about da money?

If it couldn’t be used as a measuring stick by me or anyone else, I'd live in this type of home and/or place:

__________________________________________________________________________.

__________________________________________________________________________.

because its important to me that:

__________________________________________________________________________.

__________________________________________________________________________.

If it couldn’t be used as a measuring stick by me or anyone else, I'd drive this kind of vehicle:

__________________________________________________________________________.

__________________________________________________________________________.

because its important to me that:

__________________________________________________________________________.

__________________________________________________________________________.

If it couldn’t be used as a measuring stick by me or anyone else, I'd spend my leisure time:

__________________________________________________________________________.

__________________________________________________________________________.
because its important to me that:

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If it couldn’t be used as a measuring stick by me or anyone else, I'd give money/other assets to:

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because its important to me that:

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Re-examine your financial goals with these new understandings in mind. What occurs to you?

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My new definition of success

Incorporate your answers from above to create a new definition of success, based on who you are and what’s important to you:

__________________________________________________________________________.
__________________________________________________________________________.
__________________________________________________________________________.
__________________________________________________________________________.
__________________________________________________________________________.
__________________________________________________________________________.

Three ways I already enjoy this definition of success:

1) ________________________________________________________________________
2) ________________________________________________________________________
3) ________________________________________________________________________

Does your self-worth tie into what you’ve discovered? Yes or No, and why?
__________________________________________________________________________
A new mantra:

Wrapping what I’m doing and how I’m doing it around who I am as a means to success makes sense because:

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- 
- 
- 

Congratulations!

You’ve defined what success looks like for you. Success, like happiness, is not a destination; it’s a manner of traveling.

With your newfound insight, how will you move forward? With deliberation, I hope.

Xo!

Linda
Linda Bucher is a Master Certified Life Coach, a business mentor, a speaker and the author of *The Confident Coach: Connecting the Work You Love to the Success You Want to Achieve.* Known as the "Clarity and Confidence Coach," Linda helps smart, spirited, ambitious people *get clear, get confident and go BIG™.*

Linda holds her Master Life Coach Certification and her Professional Life Coach Certification, a Masters degree in Business Administration and a Bachelor of Science degree in Business Management and Information Systems. In her spare time you’ll find Linda at her piano, on the ski slopes, exploring, reading, or combing the beach for treasure with her three children, lovingly adopted from Russia.

To find out more about Linda, her personal journey and how you can begin your journey to creating a life and career that reflects YOUR definition of success, visit lindabucher.com.