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## REAL SUCCESS – IN BUSINESS AND LIFE

This session discusses nine (9) broad principles for a truly successful life and nine (9) practical tips on how to effectuate these principles.  $9 + 9 = 18$ , a very powerful number in mystical Judaism representing life, and it is particularly apropos here.

### I. Success – Broad Principles

#### 1. It All Comes From G-d:

The will and ability to work, the passion, the sense of mission. The clients, staff, all come from G-d, by His grace, by His munificence, by His loving-kindness.

#### 2. Try To Do and Be Good:

Try to be better than you are – then you will become this person. Fake or force something long enough – even if difficult and even if you don't like it – and you become it. Act good, act caring, act compassionate ... and voila, you are these things!

#### 3. Charity Is Powerful

Try to be charitable with no ulterior motive to get something back. Believe in what you do. It is true that as you give, you shall receive, but you cannot do that with the intention and expectation of receiving anything.

#### 4. Love Your Family, Honor Your Parents and Have Children

Family is all that matters in the end. Many look at me and see me as successful, but with all that I have accomplished and all that I have done, nothing matters more to me than my four (4) wonderful children.

#### 5. Money – It's A Tool

Understand that money is essential in this world, but it is not permanent, it ebbs and it flows, and it is very hard to hold onto. Do not be a miserly. Don't be a spendthrift by any means, but do not worship money. Use money as a tool for good, it can do great and wonderful things if used correctly.

## 6. Be Courageous

Fear is an anathema. It is a cancer, it will make you do and say things reflexively and poorly. Fear is not good and on the flip side, greed is not good. It is very difficult to speak truth to power, and there can oftentimes be what seem like short-term bad consequences for speaking truth to power. Nonetheless, you will have your reputation and yourself in the end. Therefore, always strive to be brave, to be strong, to have courage and faith.

## 7. Know When To Defend Yourself

From time to time, we have to fight, even if reluctantly – do it. You need to make a stand.

## 8. Don't Give Up On Love

Love is eternal, universal and it is everywhere. Don't become jaded or cynical. People will hurt you in life and it is unfair, but remember that you are a loved and beloved child of G-d, and we are not going to understand His ways, but He is sovereign, our King and you are His beloved child, and He is good and you are good.

## 9. Try To Be, Strive To Be, Happy

You only have one life, make it one that would make your ancestors and descendants proud and happy, and that will try to please G-d. In doing so, you will truly live.

## **II. These above broad principles might sound high and mighty, but there are practical ways that you can implement them in your daily life as follows:**

1. There is absolutely, positively no substitute for hard work.
2. Take responsibility for your life and your projects with no laziness, no excuses, no blaming of others.
3. You are not an island. You need people around you to help you. Appreciate them and motivate them. Be loyal to them, but never accept shoddiness by yourself or by others.
4. Have and stick to high or preferably highest standards.
5. If you are wrong, apologize, fix it, take responsibility and move on.
6. Fix little problems before they become big problems.

7. Ask for the business, earn it, add value, be the best and that includes having the courage to be flexible.
8. The struggle up is hard and it can take a toll on your physical and mental health and on your family and on your marriage. Deal with and try to mitigate the worst excesses. Treat yourself with a kind discipline.
9. There really is no such thing as a perfect work-life balance, so when under stress, ask G-d for a solution, ask your spouse for forgiveness and forgive yourself for your own human weakness. Treat yourself with compassion.