



Coaching

JOAN C. KING, PhD

Claim Your Success

Claiming success requires knowing that we deserve it. If we believe that we, personally or our business, does not deserve success, we will never attain or sustain it. The good news is we can change our beliefs. For a time in my life, I thought I was not “good enough.” How did I determine that I was not “good enough?” By comparing myself with others. The saying “comparisons are odious” captures the fact that comparisons do not provide us with adequate measures of “good enough.”

Finally, I realized that my achievements would never qualify me to feel that I was “good enough.” The answer lay somewhere else, not in my achievements. Eventually, I realized that simply “being,” in and of itself made me “good enough.” Ah, what a fabulous relief. I stopped fretting about this and that and set about being who I knew in my heart I was and we all are a being of immense potential, far beyond what we can visualize.

Freed from the prison of being good enough, I embraced greatness. Being good enough depended on my efforts, embracing greatness

required only that I open to the great flow of life through me.

Once I embraced greatness I found support all around me — friends, colleagues and new acquaintances.

They seemed to sense my willingness to embrace life fully, to allow greatness to flow through me. Maybe it was because I would not engage in the whining and complaining that constitutes

much of our daily conversations. I realized that

my energy could be consumed by such and I preferred to engage in thoughts that would foster greatness, not smallness.

Recounting their journey to success, people inevitably speak of “loving” what they do. Recently Steve Jobs, the CEO of Apple computer, told the graduates of Stanford University “This is the closest I have gotten to a college graduation.” Clearly, Jobs’ success was not limited by the lack of a college diploma or even by being fired from Apple, the company he started. Jobs commented that leaving Apple “...freed me to enter one of the most creative periods of my life.”

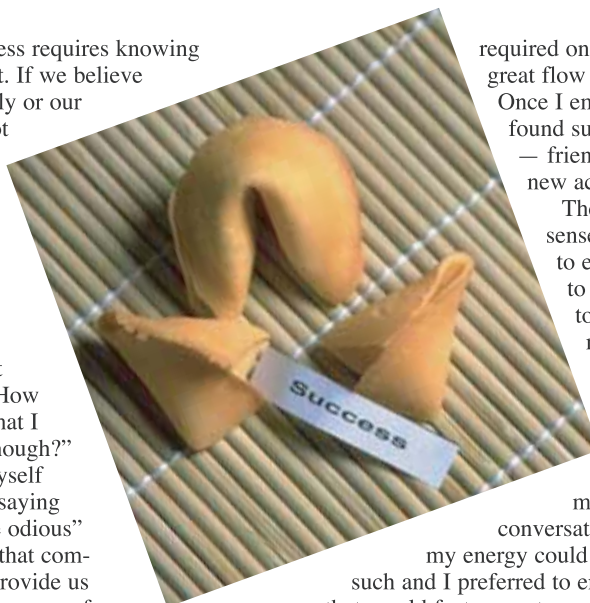
What made Jobs so successful? He did not view himself as a failure, but rather as a creative person who does what he loves. In the next five years Jobs started the NeXT Company and Pixar. Then Apple bought NeXT and Jobs found himself once again at the company that he started.

What if Jobs took on the role of a failure rather than creativity? Would he have started NeXT or Pixar? Clearly, being the essence of who we are, creatures of incredible power, strength and creativity, opens us up to greatness.

You can read Jobs’ entire speech at the website www.alancohen.com/newsletters/July2005/SteveJobs.htm.

Setting the intention to open up to greatness, individually and in our businesses, is a step we can all take. What other steps can you take toward greatness in the remainder of 2005? Take those steps and celebrate your success December 31, 2005.

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