



*“There is only one success –  
to be able to spend your  
life in your own way.”*

*Christopher Morley*

What is that seemingly elusive quality that separates the superstars from the masses? Why are a select few able to achieve outstanding success, while many seem to drift in a sea of mediocrity? The quality that separates the people who achieve high levels of success from those who do not, is the ability to set and achieve personal and professional goals.

Goals that are personal and meaningful to you have tremendous motivational value. They keep you focused on outcomes, rewards and your vision. Activities then become the steps to achieve your goals.

Goals – written goals – give us purpose. Purpose is a powerfully motivating force. It provides the momentum to overcome obstacles and develops the excitement and enthusiasm of living our lives with meaning.

Creating goals is a choice and life presents an ongoing series of choices. Knowing what is important to you helps you to make the right choices. What is it that will really make you happy? What is important to you? What are your personal aspirations? Wrap your goals around the answers to these questions and you will be well on your way to more personal and professional success and happiness.

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*“Destiny is not a matter of  
chance. It is a matter of  
choice. It is not a thing  
to be waited for, it is a  
thing to be achieved.”*

*William Jennings Bryan*

### **Valueship**

Valueship is not a new concept. Those who are already leading successful companies are doing so because they are practicing valueship. James L. Heskett, former UPS Foundation Professor of Business Logistics at the Graduate School of Business Administration, Harvard University, and Leonard A. Schlesinger, the George Fisher Baker, Jr., Professor of Business Administration, senior associate Dean, and director of external relations at the Harvard Business School, have studied the correlation between leadership and behavior and organizational performance. They found that leaders of the best-performing organizations defined their jobs as:

- “Identifying and constantly communicating commonly held values
- Shaping such values to enhance performance
- Ensuring the capability of people around them
- Living the commonly held values”

*James L. Heskett, Leonard Schlesinger  
“A Study of Corporate Management Design”  
New York: Rizzole, 1989*

Valueship is a process of leading people and organizations with as much focus on doing the right things as doing things right. When people, processes, and structure are in alignment with the values, vision and strategy, the individual and the organization are balanced and the actions of each produce positive results for the other.

When people feel they are an important part of the organizational whole, are committed to the goals and values of the organization, and see the leaders living those goals and values, they will be motivated to do good and exceptional work. The result is a strategic alignment of resources and true organizational cohesion.