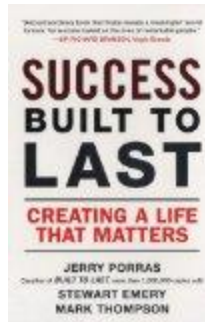


Success Built to Last: Creating a Life that Matters by Mark Thompson



[To Thine Own Self Be True.](#)

A Note from Sir Richard Branson Richard Branson is best known for his successful Virgin brand, encompassing everything from a record label, a chain of music retail stores, Virgin Atlantic Airlines, and more. In September, 2006, Branson agreed to donate \$3 billion to fight global warming. There is no greater thing you can do with your life and your work than follow your passions—in a way that serves the world and you. In this book you will learn from unknown and famous people—inspiring leaders like Nelson Mandela and entrepreneur Michael Dell—along with schoolteachers, scientists, community workers, athletes, artists, Nobel laureates and the Presidents of nations. From Bono and Quincy Jones to Maya Angelou and The Dalai Lama, they all challenged themselves to do more, be more and give back more than even they thought possible. Everyone wants success, but you can do better than that. This is an extraordinary book that finally reveals a meaningful secret formula for success based on the lives of remarkable people. Lessons of Lasting Success Watch video of co-author Mark Thompson as he interviews figures featured in Success Built to Last.

Sir Richard Branson, Virgin Group President Jimmy Carter Herb Kelleher, Southwest Airlines Senator John McCain

This is a great book that dissects the factors contributing to success and presents us with the most fundamental principles of success. The main idea about this book is that in order to have a meaningful and successful life that matters is to pursue your passion, doing what you love, doing what matters the most to you. This book looks at successful individuals and identifies three key components that are common among different successful individuals. The key components are the meaning of success, the thought style and the action style. The first component, meaning of success, help us redefine what success is meant to us. The second component, thought style, explores the thinking or mindset of successful individuals that kept them successful. The last component, action style,

examines how successful individuals turn their passion into actions and reality.

Part I - Meaning of Success

The first chapter of this section explains the definition of success which held by those successful individual is different from conventional meaning of success. To these individuals success is defined by their passion, their meaning of life and doing things that matters to them.

The second chapter demonstrates that these successful individual do not have "balance" life style as define in the conventional way. They devote their entire life to do what matters to them. If they feel a need for balance it is because they usually have a portfolio of passion. The way they balance their life is to devote time to the other passion.

The third chapter for this part explains why successful people keep on working even after they have made enough money for their entire life. These individual keep working is because wealth is never their goal. Their reason for working is to be truth to their passion and truth to their values and the meaning of their life.

Part II - Thought Style

The first chapter explores various obstacles that could prevent us from pursuing our passion. It discovers that being success does not meant chasing after a worthy career, material possession, pleasing the others, approval and validation from others or giving up your own cause to please others. Successful people are successful because they pursue their dreams and passion despite of socially accepted career, wealth or approval and validation from the society. They pursue their own cause AND at the same time serving others (not pleasing others).

The second chapter from part II, explains that these individual do not necessary have the charisma, but it is the cause that carries the charisma. By immersing yourself in doing what matters to you, the cause has the charisma to pull you through hard times and unleash your passion. Your willingness to become great at what you do is the key of success. You do not wait for the right time or when you gain self confident to get started, you get started by doing what you love.

The third chapter indicates that all successful individual encounters failures; in fact, their failures are much more severe than ordinary people. What is important is to have a mindset that allows us to learn from our setback quickly and keep moving forward toward the dream relentlessly. This involves a lot of trial and errors. Successful individual keeps making new mistake.

The last chapter for this part explores how successful individual deals with their flaws, disability, and major tragedies in their journey to success. Successful individual don't overcome their disability, they manage it, cope

with it, live with it and don't let the disability affects their passion. They don't deny their flaws; instead they work around them such as getting other people to complement their flaws. For major tragedies that happen to them, successful individuals will try to find treasure in every painful experience, they do not blame others for what happen to them; instead they hold themselves accountable for their future and refuse to let the painful experience prevent them from pursuing their dreams.

Part II - Action Style

The first chapter explains that successful individuals always plan ahead with Big Hairy Audacious Goal (BHAG) that has meaning and matters to them. They know that what they seek doesn't always turn out as expected; therefore, they are prepared to seize the best opportunities that serendipity can provide.

This chapter focuses on embracing contention; listen to different ideas and challenging yours. Successful individuals while obsess with their goals never stops listening to different ideas on how to reach the goals.

The final chapter, emphasize that in order to achieve our dreams, we can do it alone. We need to recruit other people that support our cause. We need to create an environment that aligns our passion, our thought, and our actions that are meaningful and matters to us. We must walk the talk. This final section on this book emphasizes the importance and the difficulties of aligning our thoughts, action with our passion and meaning. It is a challenge that never ends.

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