

Go the Distance

The Success Series: The Power of Perseverance

By Stefan Swanepoel

Introduction

Former U.S. President Calvin Coolidge said: “Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent.” It is often difficult to determine whether the course you have chosen is the right one, whether you should continue, adjust or abandon a certain direction or decision. This 5 Point Plan, from The Success Series (www.iSucceed.com) focuses on the importance of staying the course, especially remaining true to what you believe in. If your heart has guided you, and logic supports you, don’t be blinded by worrywarts and naysayers, stay the course, go the distance.

1. Understanding what is Perseverance? Perseverance means to continue steadily in some state, purpose, course of action, or the like, in spite of opposition. In spite of opposition! Perseverance means to never give up. Failure is what happens when you quit, not when you continue. The road to success is dotted with parking lots, filled with the failure of those that were not willing to get up, and try again.

2. Avoiding Pessimists: It has been said that difficult goals and incredible dreams take time, and impossible ones take a little longer. Expect resistance as you travel the road to success, especially from those who don’t understand, or from those who might be embarrassed by your success. Stay clear of the pessimists and intentionally get close to positive re-enforcement people and messages with strong, uplifting themes that feed your dream.

3. Staying Focused: Even before physical stamina comes into play, your mental attitude must be able to pull you through. Staying on track is vitally important. Of course you need to adjust your sails for the changing wind but know your goal and don’t lose focus, don’t loose interest and don’t loose your drive.

4. Pacing Yourself: If the journey you’ve selected is a long one, pace yourself. The race is not always won by the swift but very often by those that keep on going. Your goal is to reach the end ... remember it's a marathon and not a sprint. Ignore short term difficulty and rejection – they are mere parking lots full of broken dreams.

5. Learn from the Best: If your goal is a Mount Everest then seek out a climber that has already scaled the peak and reached the summit. The best advice usually comes from someone who achieved a similar goal to yours; there are very few truly unique challenges in life. You can also gain guidance from those that have persevered and triumphed over adversity by learning never to quit.

In Closing

Ninety percent of the perseverance battle is knowing that what you are doing is right and worth the fight. In the midst of doubt and fear, perseverance can get forced out like water through a sieve. Plug the holes. Remember why you are doing this. As Michael Bolton so aptly sings in *Go The Distance* from Walt Disney movie, Hercules, “I have often dreamed of a far off place, where a hero’s welcome will be waiting for me ... it may take a lifetime, but somehow I’ll see it through...I’ll stay on track and when I go the distance my journey is complete.”

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This article is part of “*The Success Series*” by Stefan Swanepoel author of 11 books and whitepapers, and a celebrated speaker to more than 250,000 people on five continents. Stefan is CEO of The RealtyU® Group, the largest real estate education, training and career development company (www.RealtyU.com) in the US.