

# Success Scorecard

Measure how successful you are.



by Kenneth Nowack

**I**T'S COMMON IN COACHING to discuss performance, effectiveness, and success.

Many people evaluate work and career achievements as the key benchmark of success. How do you define success in both yourself and others?

Merriam-Webster dictionary defines *success* as the attainment of wealth, favor, eminence or outcome/result. You may have to shift your thinking from defining this concept too narrowly (only in terms of career accomplishments) or in an unbalanced manner to expand the way you conceptualize *success*.

## Success Scorecard Domains

The *Personal Success Scorecard* conceptualizes *success* as having four overlapping pillars or domains.

**1. Achievement/Career.** *Key question: What have I done that I am most proud of in my work or career?* Professional achievement has five core elements: 1) identifying and deploying your signature strengths; 2) clarifying personal, career, and professional goals; 3) maintaining healthy lifestyle practices (managing energy and not time); 4) defining meaningful achievement of work and life activities; and 5) identifying markers of professional accomplishment.

Nobody accomplishes success in their profession or career without hard work and deliberate practice. For example, researchers studying the diaries of 24 elite figure skaters found that the best skaters spent 68 percent of their practice doing hard jumps and routines compared to those who were less successful (they spent 48 percent of their time doing the same difficult things).

Having raw talent is wonderful, but it's *what you do with it* that matters most. Expert performance requires about 10 years, or 10,000 to 20,000 hours of *deliberate practice*. Success in this domain requires devoted time, seeking ongoing feedback, and practicing the behaviors until you become *unconsciously competent*.

Career success is meaningless unless you remain physically healthy in the face of challenges. Develop practices of emotional, physical, and psychological renewal. Resilient people manage their lifestyles to maximize their energy and avoid burnout. Get adequate rest/sleep,

as this is associated with immune protectiveness and peak performance.

Adhere to a regular schedule of physical activities that encompasses a diversity of cardiovascular, strength, and flexibility to promote brain elasticity and stress management. And deploy *physical and mental relaxation strategies* to reverse the stress-response and energize you for the challenges you face.

**2. Relationships.** *Key question: Who provides me with the instrumental, emotional, and informational support that I use and value?* Relationships have five elements: 1) avoiding emotional vampires and toxic relationships; 2) being candid, authentic, open, and honest; 3) giving back to community, family, friends; 4) creating new relationships



and fostering growth in current ones; and 5) maximizing positive social exchanges with meaningful others.

Your relationships are associated with your productivity, engagement, physical health, and psychological well-being. The *quality* of your relationships profoundly impacts your life expectancy and well-being. It's easy to ignore this domain until you realize the vital role that key partners, family members, and friends play in your life.

Identify your social network to see the number and type of relationships. List the harmonious and the draining ones. Identify those that provide you with feedforward and perspective, and expend energy to strengthen at least one key relationship. Consider writing a "letter of gratitude" to a key mentor, friend, or family member.

**3. Happiness/spiritual well-being.** *Key question: What activities bring me the most pleasure, mindfulness, and contentment?* Happiness/spiritual well-being has five core elements: 1) feelings of pleasure and positive emotions and

the absence of negative emotionality; 2) a sense of closure and forgiveness with past events, successes, and failures; 3) contentment and acceptance of our current work and life situation; 4) optimism for the future; and 5) gratitude giving for what we have in life.

Your happiness "set point" is partly genetically determined (50 percent) but it can be affected by life situations (10 percent) and behaviors and activities (40 percent). In the face of challenges and celebrations, you tend to fall back to your natural happiness set point.

Do you want to increase your happiness? By deploying *signature strengths*, giving gratitude, forgiving others, and reflecting on the one thing each day that makes you truly blessed will increase your level of well-being and happiness. Indeed, you can strive to focus your emotions and thoughts to be more in the moment and to treasure your blessings, despite setbacks.

**4. Legacy/Meaning.** *Key question: What are my core values and reasons for living?* This domain has three elements: 1) defining and deploying core values; 2) defining and acting on your spiritual or religious feelings and behaviors; and 3) defining and acting on your personal mission and meaning in life.

*Legacy/Meaning* is about clarifying *what* you can do and leaving behind *what* has meaning for you. Be clear about how you want to be seen and remembered and the type of person you want to become. Develop a personal vision that clarifies your definition of noble purpose in life (contributions and impact), passions (things you are most committed to in life), your calling (activities and things you are drawn to in order to fulfill a purpose) and legacy (what remains or will continue as a result of your life).

## Applying the Success Scorecard

The *Personal Success Scorecard* requires that you: 1) define objectives and metrics for each domain; 2) reflect weekly on the progress of each goal; 3) involve key stakeholders, friends, and family members to support your objectives; and 4) periodically evaluate each domain. The *Scorecard* helps you effectively manage your energy and time each day, look at life success from a *balanced* perspective, more fully define personal success, and set personal objectives and metrics in each domain. Today is the first day of the rest of your lifestyle. PE

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**ACTION:** Use the *Personal Success Scorecard*.