



The Paradox of Success. In a turbulent environment, control is your enemy.

SO HERE'S THE FACT: Success in the marketplace of products, services, causes and ideas is driven by scarcity—always has been and always will be. However, *achieving* scarcity is a very different pursuit in today's chaotic, connected and rapidly evolving marketplace.

The old way of attaining scarcity, and thus success, was through control—control of resources, control of the airwaves, control of distribution, control of capital, control of real estate, control of knowledge, and even control of interactions with people. Paradoxically, these days success is achieved by *giving up* control.

Consider selling: A universally accepted, time-proven approach. Today, the simple word “sales” conjures up controlling tactics like “foot in the door” and “closing techniques.” Modern day consumers repel at such stratagems. They want to feel informed and cared for. They want respect and understanding. They want you to slow down and focus intently and confidently on them and their feelings.

This *new* desire has created a *new* scarcity, and a moment in time that holds more possibilities than any period in the history of business. And the only thing standing between you and the results you truly want is you—and your need to control them. Control blinds you to opportunities. Control is driven by your ego's need to serve itself. Control is an illusion you cling to primarily to alleviate your fears.

We like to believe otherwise. We like to believe that control is a good thing—an attribute of a strong individual. In our upside-down way of thinking we assume that by being in control we can prevent bad surprises and get precisely what we desire out of life. Nothing could be further from the truth.

The need for control comes from insecurity. It is fear-based; fear of the unknown, fear of failure, fear of being judged by others, fear of loss, fear of not making quota. And this fear is what prevents us from discovering our true passion and purpose. It prevents us from doing what we do best and

letting others do what they do best. It stifles growth and pushes others away from us.

Great leaders understand the distinctions of today's tumultuous marketplace. They've given up the need to control events, have come to terms with their egos, and are dedicated to adding value and happiness to people's lives. They inspire. They embrace change. They accept the uncertainty of the future.

Do you want to be fearless in this new and complex environment? Do you want to get past the impatience and skepticism of today's savvy customer and employee and create something truly scarce? Simply change your intentions. Start right now by listening to your inner voice and never act again without first asking yourself: “Am I passionate and proud of this approach? Is this a caring thing to say or do?”

When you create this openness and excitement for life, the feeling radiates within, and to others around you. Sincere caring for others will act as an antidote to reduce fear and anxiety. You won't be afraid of what others think or whether or not you'll be successful. You'll simply feel good about your efforts to engage with, and help, others.

Giving up control will also create a huge sense of internal relief. By giving up control, you won't have to pretend to be perfect, to know it all. You can set grand expectations and thus avoid the disappointment that comes from trying to micromanage people and events. By allowing for the unexpected, you'll stay mindful and in the present.

Let your anxious mind go. Feel and understand with your heart and gut. Don't be quietly cynical or apathetic. Don't push or persuade. Be open and optimistic, compassionate and kind. Give up control. Give up trying to be the best *in* the world and instead focus on what matters most: being the best *for* the world. Let those grand ambitions for wealth, status and power fade away with the old economy. It will take time and patience, but it *will* make you scarce . . . and successful.