

The Will To Win

by **Steven D Huff**

Vince Lombardi, who had great experience in winning, said, "Winning isn't everything, but the will to win is." When it comes to winning or being truly successful, you need the skill and the will to win. Some have skill and others don't. It appears that natural ability and talent are not evenly distributed. But the will to win is a choice every one of us can make. To make this point, there is a simple but true saying: "In a race all the runners run, but only one gets the prize. Run in such a way as to get the prize."

Winners rarely win by accident. Winning people in business almost always make the choice to live and work in a way that brings success. Talent alone will get you some distance toward your goal. But the commitment to win will make the biggest difference. Abraham Lincoln said, "Always bear in mind that your own resolution to succeed is more important than any one thing."

Here are a few winning attributes you can apply in your business/career:

- **Honesty and Integrity** - Comic genius Groucho Marx once joked, "The best way to tell if a man is honest is to ask him. If he says he is, you know he is a crook." In truth, our conduct is far more revealing than our claims. Real winners in business consistently do what is right. B.C. Forbes, founder of the magazine bearing his name, said, "The honest person seeks not merely to avoid criminal or illegal acts, but to be scrupulously fair, upright, fearless in both action and expression. Honesty pays dividends in both dollars and peace of mind."
- **Mental Toughness** - Winners demonstrate an ability to be single-minded and focused in what they do. Mark McCormack, speaking of Chris Evert's success in tennis, said, "She has tremendous self-discipline and can keep her mind focused on a situation without letting emotion interfere." The mentally tough refuse to be side-tracked by the convenient or the easy. Remember the saying: "He who is fixed to a star does not change his mind." Keep your focus on what is important.
- **Tenacity** - Helen Keller, known for overcoming extreme adversity, once observed, "We can do anything we want to do if we stick to it long enough." The well known 3M slogan says it another way, "You have to kiss a lot of frogs to find a prince." Success isn't easy and always comes with a price. Far too many people quit just short of the miracle. Remember, "A great oak is only a little nut that held his ground."
- **Personal Generosity** - There is a common but faulty logic which suggests that success has to be won at the expense of others. Yet, truly successful people go out of their way to bring others with them. Life is full of people who are either givers or takers. The takers try to climb the ladder by using people. Real winners have learned the lesson long taught by Zig Ziglar: "You can get every thing in life you want if you will just help enough other people get what they want." Be generous.