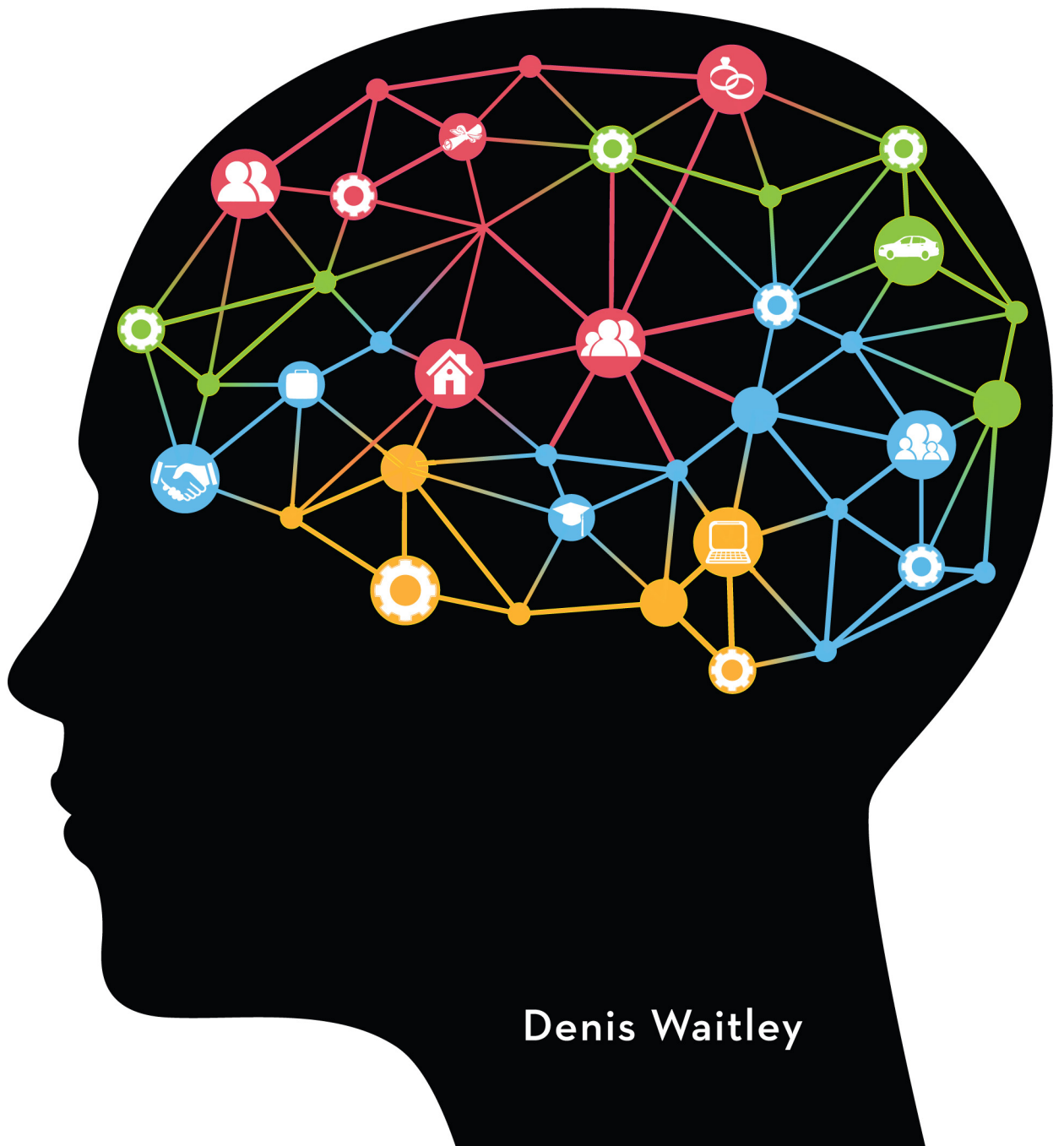


Sixth Edition

# PSYCHOLOGY *of* SUCCESS

Finding Meaning in Work and Life



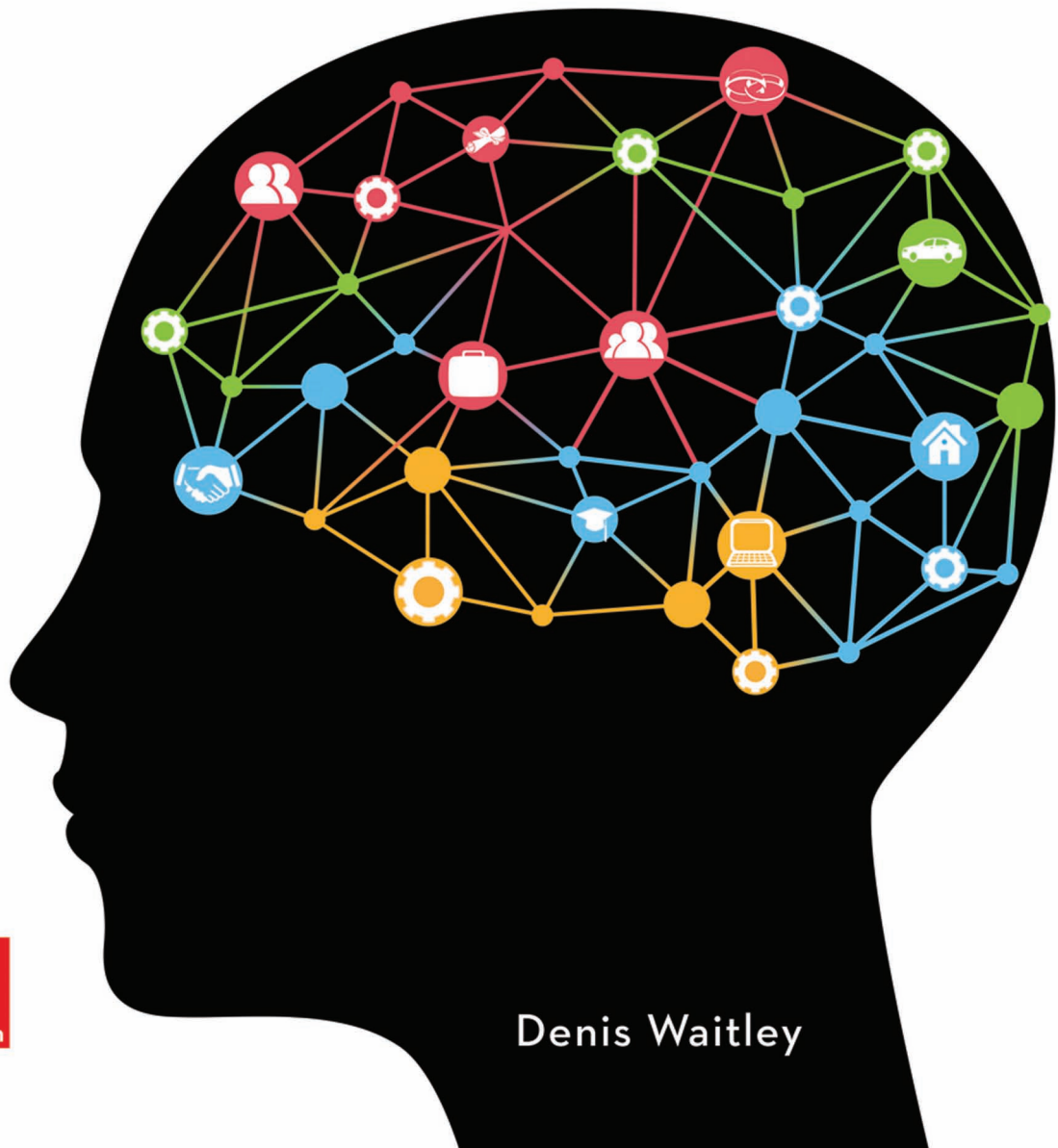
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Finding Meaning in Work and Life



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Denis Waitley



# Psychology *of* Success



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Finding Meaning in Work and Life

*sixth edition*

Denis Waitley, Ph.D.





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# Introduction

## Preface

Welcome to *Psychology of Success*. Success is a lifetime of personal fulfillment that comes from creating a sense of meaning in all aspects of life. To succeed in this way, students must take an active role in discovering and pursuing their personal definition of success, and use the psychological and fundamental strategies in this course to achieve their goals. This book introduces you to the fundamental psychological principles of success—principles applicable to everyone regardless of age, background, or specialty.

Unlike many psychology books, *Psychology of Success* doesn't take a one-size-fits-all approach. Instead, it asks you to take an active role in defining what is right for you as an individual. *Psychology of Success* calls on you to use self-awareness and critical thinking strategies to examine your dreams, values, interests, skills, needs, identity, self-esteem, and relationships. This will help you set and achieve goals that are in harmony with your personal vision of success.

*Psychology of Success* presents the principles of success in a logical order. First you will assess who you are and what special qualities you possess, which will help you develop self-awareness and clarify your goals. Next you will learn about the importance of self-esteem and positive thinking to a satisfying life. You'll also learn about self-discipline and self-motivation, which are the tools you'll need to keep yourself on track toward your goals. Once you have mastered these psychological tools, you'll learn the fundamentals of time and money management, communication, and positive relationships.

Because each chapter refers to concepts introduced in previous chapters, you'll derive maximum benefit from working through the book chapter by chapter. If your time is limited, however, you may choose to concentrate on the topics of greatest interest to you.

## Features

The features of *Psychology of Success* are designed to help you understand and remember the psychological principles introduced in each chapter. They are also intended to provoke thought and discussion and to help you make the material relevant to your life.

**Real-Life Success Story** Begin each chapter by reading the Real-Life Success Story, a vignette about an ordinary person struggling with the problems and challenges addressed in the chapter. Use the question following the story to put yourself in that person's shoes and take stock of what you already know about the topic of the coming chapter. At the end of the chapter, revisit the Real-Life Success Story and use the concepts you've learned to create a successful resolution to the character's situation.

**Chapter Introduction and Learning Objectives** In each chapter, a short introduction previews the major topics that will be covered, and a list of objectives lays out the skills and information you can expect to have mastered after reading the text and completing the activities.

**Opening Quote** The opening quote relates to the ideas discussed in the chapter and serves as food for thought. Take a moment to think about what the author of the quote is trying to say. Do you agree with the author? Why or why not?

**Key Terms** Key terms appear in bold in the text and are defined in the margin for easy review. Key terms, along with italicized terms, are also defined in the Glossary.

**Success Secret** Important lessons presented in the chapter are summarized in the Success Secret feature. These notes can be used

to preview and review the chapter, as well as to remind yourself to apply these important principles of success in your daily life.

**Applying Psychology** This feature focuses on thought-provoking issues such as culture and body image, impulse control, and the psychology of aging. It links one or more topics in the chapter to cutting-edge issues in psychology.

**Professional Development** The Professional Development feature makes chapter concepts relevant to the world of work, providing information on topics such as job stress, problem solving, and résumé writing.

**Internet Action** This technology feature discusses how to use computers, the Internet, and e-mail efficiently and effectively. It also illustrates the link between technology and psychology in areas such as artificial intelligence and online collaborative learning.

**Activities** Each chapter has numerous activities that form an integral part of the material. The activities allow you to apply newly learned concepts to your own life through self-assessment, real-world observation, and critical thinking.

**Personal Journals** Each chapter also has several Personal Journals, short notebook-style activities that let you pause to offer personal reflections on the material.

**McGraw-Hill Connect®** Connect offers a number of powerful tools and features to make managing assignments easier, so faculty can spend more time teaching. With Connect, students can engage with their coursework anytime and anywhere, making the learning process more accessible and efficient. From Connect, instructors can also access chapter-by-chapter notes, test bank questions, a PowerPoint

presentation, and additional resources. Student features include practice quizzes, assessment activities, links to related materials for research projects and helpful online tools, job hunting resources, and much more. References to specific Web site materials are provided throughout the text.

**LearnSmart** Students want to make the best use of their study time. The LearnSmart adaptive self-study technology within Connect® provides students with a seamless combination of practice, assessment, and the remediation for every concept in the textbook. LearnSmart's intelligent software adapts to every student response and automatically delivers concepts that advance the student's understanding while reducing time devoted to the concepts already mastered. The result for every student is the fastest path of mastery of chapter concepts. LearnSmart:

- Adapts automatically to each student, so students spend less time on the topics they understand and practice more those they have yet to master.
- Provides continual reinforcement and remediation, but gives only as much guidance as students need.
- Integrates diagnostics as part of the learning experience.

Enables you to assess which concepts students have efficiently learned on their own, thus freeing class time for more applications and discussions.

### Getting Started

*Psychology of Success* is a workbook as well as a textbook. Take notes, highlight important concepts, and flag passages that you want to explore further. Take time to do each Activity

and Personal Journal thoroughly before moving on to the next—they will help you understand the material on a personal level. Don't worry, however, about finding the “right” answers—the only right answers are ones that are honest, true to yourself, and supported by reflection and critical thinking. When you complete *Psychology of Success*, you will have a valuable record of your goals and where you want the future to take you.

## What's New

### Chapter One—Psychology and Success

- Updated material on defining success
- NEW Professional Development Feature—Internal Career Motivation
- Updated material on Sense of Self
- NEW material on Individual Identity
- Updated material on Gender Roles
- NEW Internet Activities

### Chapter Two—Self-Awareness

- NEW section on Natural Abilities
- Updated Professional Development Feature—Career Fulfillment
- NEW Internet Activity

### Chapter Three—Goals and Obstacles

- NEW material on Goal Setting
- NEW material on Positive Self-Talk
- Updated material on digitizing goals
- NEW Applying Psychology Feature—Technology and Stress
- Updated Professional Development Feature—Job Stress
- NEW Internet Activity

### Chapter Four—Self-Esteem

- NEW material on the Origins of Self-Esteem
- NEW material on Self-Expectancy
- NEW Professional Development Feature—Positive Image at Work
- NEW Internet Activities

### Chapter Five—Positive Thinking

- NEW material on Why Positive Thinking Matters
- NEW section on Failure Avoidance
- NEW section on Learned Helplessness
- Updated material on Adopting Positive Habits
- NEW Professional Development Feature—Positive Thinking in Action at Work
- NEW Internet Action Feature—Building and Tracking Your Optimum Health Plan
- NEW Application Exercises
- NEW Internet Activity

### Chapter Six—Self-Discipline

- NEW material on The Power of Persistence
- NEW material on Personal Control
- Updated Applying Psychology Feature
- NEW Internet Action Feature—Artificial Intelligence versus Human Intelligence
- Updated Professional Development Feature—Wanted: Problem Solvers
- NEW Application Activity
- NEW Internet Activities

### Chapter Seven—Self-Motivation

- NEW Internet Action Feature—Staying Motivated with eLearning
- NEW Applying Psychology Feature—Six Types of Achievement Motivation

- Updated material on The Importance of Desire
- NEW Professional Development Feature—What Motivates Employees?
- Updated material on Rethinking Failure
- NEW Critical Thinking Activities
- NEW Application Activities
- NEW Internet Activities

### Chapter Eight—Managing Your Resources

- NEW material on Taking Control of Your Time
- Updated Internet Action Feature—E-mail Efficiency and Effectiveness
- NEW Professional Development Feature—Investing in Your Future
- NEW Applying Psychology Feature—The “Mind” of Spending or Saving

- Updated Critical Thinking Activity
- NEW Application Activities
- NEW Internet Activities

### Chapter Nine—Communication and Relationships

- Updated communications to reflect new digital landscape
- NEW Applying Psychology Feature—Emotional Intelligence
- NEW section on Listening and Leadership
- NEW Professional Development Feature—Your Cover Letter
- NEW Internet Action Feature—Managing Your Online Identity
- NEW Critical Thinking Activities
- NEW Application Activity
- NEW Internet Activities

# Acknowledgment

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## Real-Life Success Story

### “Am I Doing the Right Thing?”

#### Looking Ahead

Bill Santos, a freelance film production assistant in Los Angeles, was offered a full-time job as an assistant producer. Everyone congratulated him on the salary raise and more impressive title. Bill, however, wasn't completely happy about the prospect of the new job. The promotion would mean longer hours and more responsibility. Plus, now that he thought of it, he didn't even like the shows he had helped make. Why was he doing this?

#### Looking Within

Bill's dream had been to write for a living. Being a production assistant wasn't his dream job, but he

was good at it, and there were a lot of extra benefits. Recently, Bill had started writing for a start-up magazine. Although the pay was low, it reminded him why he had wanted to be a writer in the first place. If he took the new job he wouldn't be able to spend time writing. Bill knew it would be sensible to take the job, but he couldn't get enthusiastic about it.

**What Do You Think?** Do you think Bill would be more successful if he took the production job or if he spent more time writing? Why?

# Psychology and Success



Chapter

“What lies behind us and what lies before us are small matters compared to what lies within us.”

Ralph Waldo Emerson, Philosopher

## introduction

The first step on the road to success is to define what success means to you. In Section 1.1 you'll clarify your vision of success and begin to think about how you can make it a reality. You'll also consider the personal qualities that will help you reach success and discover how studying psychology can help you understand yourself and your world. In Section 1.2 you'll begin thinking about your identity and self-image. You'll consider how you see yourself and what it means to be you.

## learning objectives

After you complete this chapter, you should be able to:

- Define success.
- List several personal qualities that help people to be happy.
- Define psychology and cite its four major goals.
- Explain the relationship between thoughts, feelings, and actions.
- Define self, self-image, and identity.
- Describe the components of identity.

## WHAT IS SUCCESS?

Success has a personal definition for each of us. About 95 percent of the human beings on earth are poor; the majority of them desperately poor.

Success to any member of such a family is to have some land to till, any job that pays, and a way to earn enough to provide nourishment for the children to grow in decent health into adulthood.

Success in our culture and in many of the industrialized nations is usually associated with material wealth and fame. The images of lifestyles of the rich and famous bombard our senses and we are seduced into equating skin-deep values with authentic fulfillment. A more meaningful definition of success was penned by Earl Nightingale—a 20th-century philosopher—in his classic audio recording *The Strangest Secret*: “Success is the progressive realization of a worthy ideal.” It means that when we are working or moving toward something we want to accomplish, especially when that something brings us respect and dignity as members of the human race, we are succeeding. It has nothing to do with talent, IQ, age, gender, ethnicity, or birthright. It does not mean being a celebrity, icon, or tycoon.

**success** Lifetime fulfillment that comes from creating a sense of meaning in your work and personal life.

So what is success? In this book, **success** means a lifetime of personal fulfillment. Personal fulfillment comes from creating a sense of meaning in your work and life. This kind of success is not given by anyone else and cannot be taken away by anyone else. It requires taking risks, overcoming challenges, and using your best resource—you—to its fullest potential.

Success is a journey, not a destination. Success is a process, not a status. You don’t arrive at success. You engage in living successfully on a daily basis. It involves looking inward, considering what you value, and navigating the life path that is most meaningful for you. Begin to think about what success means to you in **Activity 1**. As you work through this text, you may wish to return to this exercise to clarify your vision of success.

## Ingredients of Success

Lifelong success has several important ingredients, all of which you will learn about in this book. These ingredients, shown in Personal Journal 1.1 on page 9, are positive habits of thought and action that you can integrate into your life. The first important ingredient is self-awareness. Closely tied to self-awareness are self-direction, self-esteem, self-discipline, and self-motivation, which are the tools to keep you moving in the direction of your goals and dreams. Your attitude is an important ingredient of success, too; positive thinking can help you put things in perspective and make it

### success secret

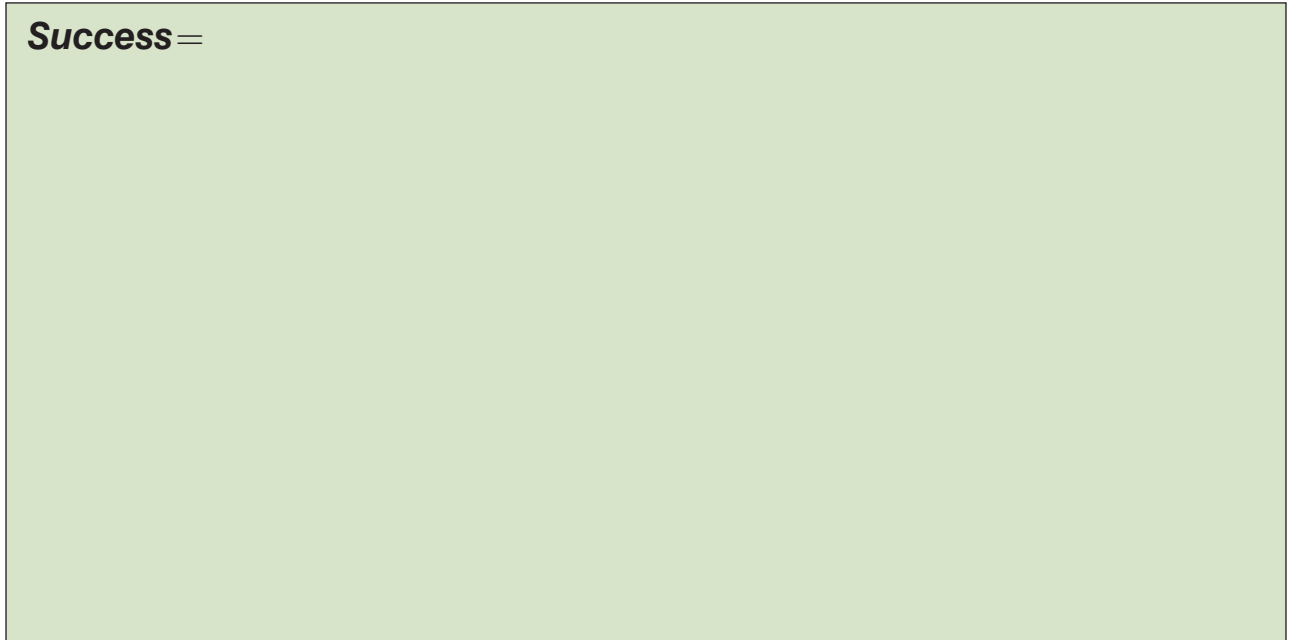
Money and fame don’t equal success.



## ACTIVITY 1: What Success Means to You

- A** Take at least three or four minutes to brainstorm every word or phrase that comes to mind when you think of “success.” Write these in the box below.

**Success=**



- B** Look at everything you wrote. What do these words or phrases tell you about your vision of success?

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- C** Now put your definition of success down in writing.

*To me, success means* \_\_\_\_\_

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*continued . . .*

**D** Does your definition of success differ from the definition of success presented in this text? If so, how?

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**E** Do you think you will become successful, according to your own definition of success? Why or why not?

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**F** Describe two people you know who have achieved success the way you define it.

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# professional development )))

## Internal Career Motivation

Knowledge of your attributes, abilities, interests, strengths, weaknesses, and traits is essential to becoming proactive in career choice and career change. It is important to draw a distinction between external and internal criteria in these crucial matters. The overwhelming majority of job-hunters and career-changers react to purely external pressures and circumstances—above all, to money. Their ideas about what careers pay well are likely to be outdated, since many of today’s job descriptions didn’t exist a decade ago; and even if you choose a career that *is* lucrative, but makes you miserable, you may well end up viewing “your work” as a necessary interruption between weekends.

Huge life decisions often turn on “starting salary and benefits” instead of on the homework to identify one’s passions and talents. After money, the second external factor is ignorant advice, much of which is well-meaning but some of which is narrow-minded and prejudiced. The third external is family or social pressure: donning the old school tie to follow in Dad’s or Mom’s footsteps. The fourth is the perception of the job market as presented by nothing more substantial than recent advertisements or media spin. The fifth is leaving it all to luck.

Most people, locked in a strangely passive attitude, simply fall into their jobs, often with unsatisfactory results. We all must deal with external pressures and circumstances, but starting with them instead of the internal factors—our own minds and hearts—is a kind of mad reversal of priorities. Take the time to become fully engaged and honest with the exercises and assessments in this chapter. Look in the mirror, before you walk through that office door seeking your first or next job opportunity.

through the tough times. Finally, no real success is possible without positive relationships with others. Let’s look at each of these key ingredients of success.

**Self-Awareness** Self-awareness involves identifying and appreciating your individual values, personal qualities, skills, and interests. Without self-awareness, it’s hard to figure out what you really want out of life. Successful people use self-awareness to build confidence in themselves and find the courage to go after their dreams. They also use self-awareness to understand their thoughts, feelings, and actions and to relate better to others.

**Self-Direction** Successful people set themselves apart from the rest by developing an important trait: self-direction. **Self-direction** is the ability to set a well-defined goal and work toward it. Successful people can tell you where they are going, what they plan to do along the way, and who will be sharing their adventure with them. They have a game plan for life. They set goals and get what they want. They direct themselves along the road to success.

**Self-Esteem** Self-esteem, a respect for oneself as a valuable, unique individual, is another foundation for success. Self-esteem helps people work toward their dreams and goals and keep going when other people criticize them or get in their way. It also helps them believe that they are worthy of success in the first place.

### success secret

Success is a journey, not a destination.



**self-direction** The ability to set a well-defined goal and work toward it.

### success secret

Use positive thinking to reach your goals.



**Positive Thinking** Everyone goes through good and bad experiences. Instead of dwelling on the bad ones, successful people learn to focus on future possibilities. They also use setbacks as opportunities to take stock and try again. Not every successful person is a born optimist, but successful people learn to use the power of positive thinking to propel themselves toward their goals.

**Self-Discipline** Success doesn't just happen—it requires effort. No matter how well you plan, you'll need self-discipline to put your plans into action. Successful people take charge of their lives. They take responsibility when things go wrong, but they also take credit when things go well. They learn how to make necessary changes and break free of bad habits. Habits are replaced, over time, by consistent training and practice, requiring focused self-discipline. They also learn to think critically, to make good decisions, and to use these skills to manage their time and money.

**Self-Motivation** To get and stay motivated, successful people set goals for themselves that are both challenging and inspiring. They focus on goals that have personal meaning for them, rather than goals that society or other people say they should have. They understand their needs and wants and are able to keep themselves moving forward despite their fears.

**Positive Relationships** Healthy and diverse relationships are essential for a successful life. Even in a society like ours that values individual achievement, no one ever succeeds without the help, ideas, and emotional support of others. The happiest and most fulfilled people are usually those who make time for other people in their lives instead of focusing all their energy on piling up accomplishments.

Which of the ingredients of success do you already possess? Which do you need to develop? Record your thoughts in **Personal Journal 1.1**.

### success secret

Always make time for relationships.



## Who Is a Success?

Successful people get what they want out of life. They set and achieve goals that benefit others as well as themselves. They don't have to get lucky to succeed at life, and they don't have to gain success at the expense of others. They achieve success by taking the potential they were born with and have developed and using it toward a purpose that makes them feel worthwhile according to their own standards.

In our society, it is not always obvious who the truly successful people are. The media, for example, often glamorize people who have a great deal of money, fame, or power, but these people are not always the most successful. In fact, large amounts of money, fame, or power can sometimes lead to a feeling of aimlessness.

Just as we each have our own vision of success, we each have our own idea of who is successful. Who is successful in your eyes? Powerful

### success secret

Adults need role models, too.



# Personal Journal 1.1

## Ingredients of Success

On the lines in each oval, write one way you think this action or quality could help you become the person you want to be.



businesspeople? Movie stars? Nobel prize-winning scientists? Caring teachers? Dedicated craftspeople? Nurturing parents? To many of us, the most successful people are those who are special to us, such as a parent, relative, teacher, or friend. Often, we appreciate the successes of people who are close to us because they have made a difference in our lives and because we know how many obstacles they overcame to achieve their goals.