

It's Not How Hard You Try

Many of us have been brought up being told that if we work hard we will succeed. While hard work certainly increases the possibility of success over being lazy, it is not hard work, but rather efficient work that actually results in success.

This is an important distinction as it calls upon professionals and businesses to re-evaluate how they are pursuing success and whether or not they are running into challenges because their sole approach to overcoming them is to try again and try harder.

Effort is completely overrated as a contributing factor to success, and at times actually instigates opposite results, as we are so concentrated on trying to succeed, that all our energies are exhausted on symbolic gestures, as opposed to creating efficiencies and moving implementation forward.

In other words, you can expend tremendous energy and progress very little, or you can work efficiently and achieve even more. The idea is to advance your goals, not work hard for the sake of working hard.

So, review your efficiency models. Make sure you are maximizing your efforts and gaining as much as you can from the effort you put forth.