

The Power to Grow a Business.

1. **Be passionate.** Passion means you're willing to sacrifice a large part of your waking hours to the idea you believe in. Your passion will ignite the same intensity in the others who join you as you build a team. And with passion, both your team and your customers are more likely to truly believe in what you are trying to do.

2. **Maintain focus.** Great entrepreneurs focus intensely on an opportunity where others see nothing. This focus and intensity helps to eliminate wasted effort and distractions. Most companies die from indigestion rather than starvation. Companies suffer from doing too many things at the same time rather than doing too few things very well.

3. **Work hard.** Success only comes from hard work. There is no such thing as overnight success; behind every "overnight success" lies years of hard work and sweat. People with luck will tell you there's no easy way to achieve success-and that luck comes to those who work hard.

4. **Enjoy the journey.** The road to success is going to be long, so remember to enjoy the journey. Celebrate the milestones along the way. Wouldn't it be better to have the time of your lives during the journey, even if the destination is never reached?

5. **Trust your gut instinct.** We've all had experiences in business where our heart told us something was wrong while our brain was still trying to use logic to figure it all out. Sometimes a faint voice based on instinct is far more reliable than overpowering logic.

6. **Be flexible but persistent.** Be agile. Continue learning and adapting as new information becomes available. At the same time, you can remain devoted to the cause and mission of your enterprise. That's where that faint voice becomes so important, especially when it is giving you early warning signals that things are off-track. Find the balance between listening to that voice and staying persistent in driving for success-because sometimes success is waiting right across from the transitional bump that's disguised as a failure.

7. **Rely on your team.** It's a simple fact: no individual can be good at everything. Everyone needs people around them who have complementary skill sets. It takes a lot of soul searching to find your own core skills and strengths. After that, find the smartest people you can who complement your strengths. It's tempting to gravitate toward people who are like you; the trick is to find people who are not like you but who are good at what they do-and what you can't do.

8. **Focus on execution.** Unless you are the smartest person on earth, it's likely that many others have thought about doing the same thing you're trying to do. Success doesn't necessarily come from breakthrough innovation, but from flawless execution. No matter how much time you spend perfecting your business plan, you still have to adapt according to the ground realities. You're going to learn a world of useful information from taking action.

9. **Have honesty and integrity.** These two qualities need to be at the core of everything we do. Everybody has a conscience-but too many people stop listening to it. There is always that faint voice that warns you when you are not being completely honest or off track from the path of integrity. Be sure to listen to that voice.

10. **Give back.** Success is much more rewarding if you give back. By the time you become successful, lots of people will have helped you along the way. You rarely get a chance to help the people who helped you because in most cases, you don't even know who they were. The only way to pay back the debts we owe is to help people we can help-and hope they will go on to help more people. It's our responsibility to do "good" with the resources we have available.

You might do all of the above and still wonder "am I successful?" Success, of course, is very personal; there is no universal way of measuring success. The real metric of success isn't the size of your bank account. It's the number of people in whose lives you are able make a positive difference. This is the measure of success we need to apply.

Derived from writings of Naveen Jain