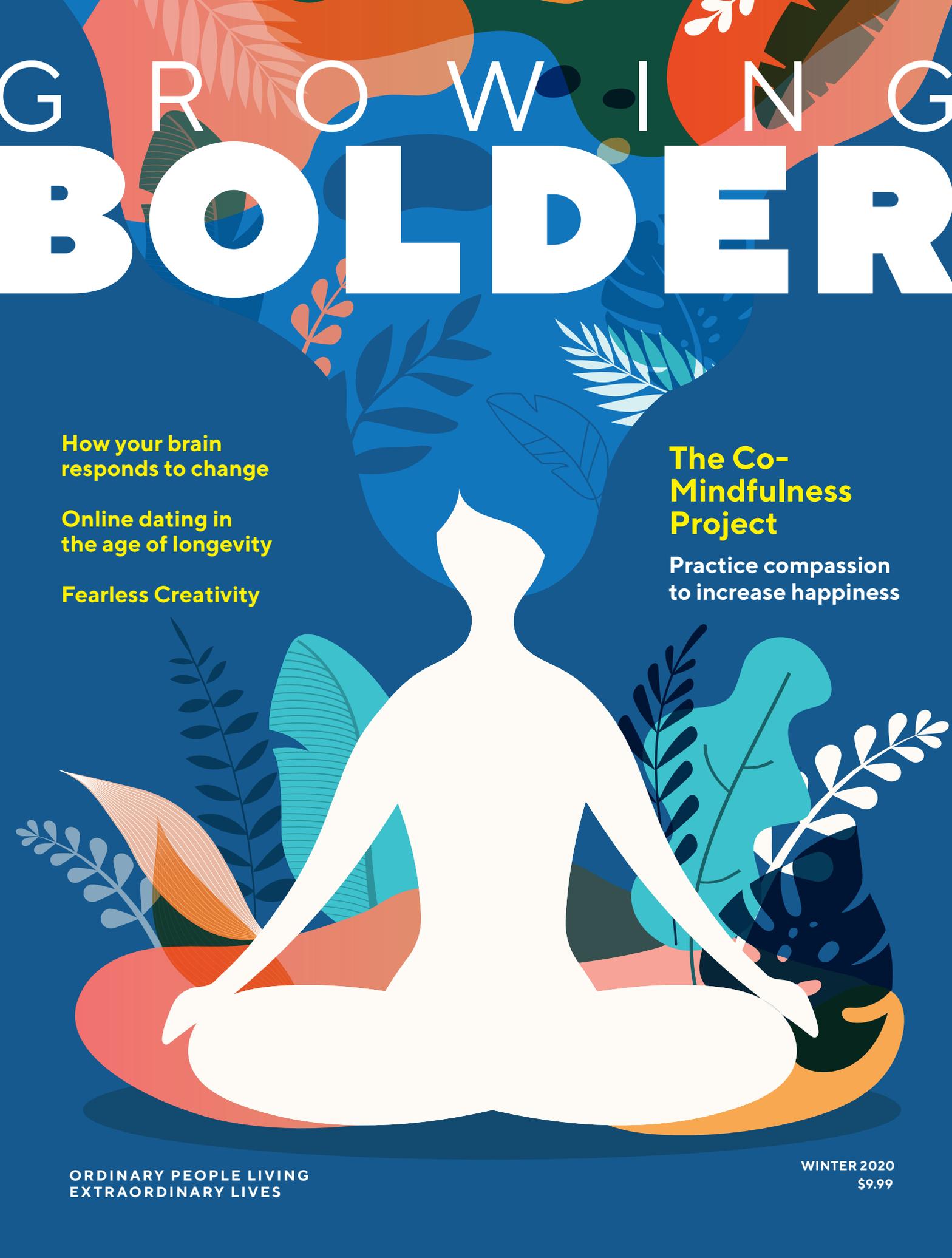


# GROWING BOLDER



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# KEEP DREAMING

*Your evolving  
definition of success*

Christy Wilson Delk

# Only one person can define your success in 2020. That one person is you. It is your life, and you are the boss.

In transitional life stages, your definition of success ideally should be reviewed and reworked, on an annual basis. I recommend finding a platform — a particular page on your device or in a favorite journal — for notetaking, inspirational thoughts and for drafting your unique version of what success means to you. As a business owner for 15 years, I faithfully used a disciplined approach each December to gauge the success of the business and then retooled and mapped out my new definition of success for the coming year. What works for business often works in one's personal life.

## Develop a big-picture perspective of your success in 2020

Start by writing down a few keywords under three to four category headings. My success vision in 2020 involves zeroing in on the things I want to spend time doing and what activities and commitments I want to do less. Under the category “Do More,” I list what brings me joy and energy. Under “Do Less,” I put boundaries on the time and energy I spend doing things for others and on projects that do not bring fulfillment.

A note of caution: This is for one year, not the rest of your life! Don't overcommit. Next year, I plan to include the new things I want to focus on, like playing the guitar that is sitting in my closet and learning how to cook healthy, nourishing soups.

## Starting a business in 2020

First, keep Zappos CEO Tony Hsieh's advice top of mind: “Stop chasing the money and start chasing the passion.” Hsieh is responsible for creating the highly successful corporate culture of Zappos, the online shoe merchant. He also orchestrated the \$1.2-billion sale of his company to Amazon in 2009. He shares the journey in his book, “Delivering Happiness: A Path to Profits, Passion and Purpose.” The message? To have a sound business, you must be passionate about what you are doing.

Second, feel confident in knowing that you are in outstanding company. According to a 2019 article written by Matt Mansfield for [smallbiztrends.com](http://smallbiztrends.com), the reasons for starting a new business vary:

**22%** of new small business start-ups had people over age 60 at the helm.

**35%** were between the ages of 50-59 years old.

**26%** started a business because they wanted to be the boss.

**23%** listed “passion for the product or service” as the reason they started.

**69%** started their business from home.

Whether success for you means starting a business, or it means having something more personal, heed the words of Walt Disney as you design your roadmap: “The way to get started is to quit talking and begin doing.”

And my favorite Disney quote is, “If you can dream it, you can do it.” Yes, you can.