

# up front

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## I Want to Rename This Magazine



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**“You can be successful but not significant, but you cannot be significant without being successful.”**

As a society, I think we often misunderstand the word *success*. Our society celebrates those who obtain fame, wealth, power and celebrity, no matter the means—ethical or not—and we call them successful. Success is often equated to an achieved status, rather than to a measure of value or contribution.

We are taught early in life to strive for success, to achieve the status—win the trophy, get the notable degree, land the big position, win the impressive title, acquire the bigger house, bring back the enviable vacation photos and collect the cars, boats, jewels and big bank account. And when we are waving from the mountaintop, having finally achieved these trappings of “success,” we often feel a stark emptiness inside. What’s wrong?

We might have acquired everything we ever wanted, except the one thing that really matters—significance. We want to know that our lives meant something, that we’ve had a positive impact on the lives of others. And only significance provides that; success by itself cannot.

The interesting thing is you can be successful and not significant, but you cannot be significant without being successful.

In 2007, when we took over the stewardship of this legendary magazine, we decided not to change the name. Instead we have attempted to change the definition of success. We see success as more than rank, fame, fortune and material goods. A successful person, by our definition, is one who has achieved five pillars of excellence: business, well-being, relationships, wealth and contribution. We call this “whole-life success,” and one who has achieved it has attained a life of significance.

If you are still perplexed by the difference between success (society’s definition) and

significance, think of significance as being those things said about you in your eulogy. It won’t be the initials after your name, the number of houses you collected or your company’s balance sheet that will be lauded. Your life—your legacy—will be defined by the positive and lasting impact you had on people, whether they’re your friends and family, your neighbors, your countrymen or possibly even humankind.

What does that look like? One such example is the man who graces the cover of our magazine this month, the amazing Dr. Mehmet Oz. He has not only achieved enormous business and financial success by anyone’s standards, but his pursuits are those that make a significant difference in the lives of millions. All the while he still maintains excellence in his personal relationships and, no doubt, well-being. Dr. Oz is certainly a cover boy for living a life of significance.

How about you? Are you living your life in pursuit of success or significance? Success by itself is empty. Only a life in pursuit of significance can grant you both. I want this month’s issue to challenge you to re-evaluate your goals and assess how you are focusing your ambition, time, energy and unique talent. Maybe you will find you have been chasing the wrong brass ring. Maybe you will become inspired to use your gifts of greatness in a way that not only brings you great personal abundance, but also greatly rewards those who get the privilege of being served by you.

Now that you know our definition, I can say, I wish you great SUCCESS!

Darren Hardy  
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