

It's Not Enough to Be Alive. . . It's Time to Thrive!



This issue of *SUCCESS* focuses on what it takes to create a healthy business and a healthy life. The assessment of health is a measure well beyond the standards used by your physician or CPA.

A doctor might diagnose your health through your vital signs of body temperature, heart rate, blood pressure and respiratory rate. Your CPA might evaluate your business through profit, loss, margin and cash flow. While these statistics are critical and need to be monitored regularly, they will only tell you whether you are alive, not if you are truly healthy.

To be considered healthy is to have *vitality*—the intangible force that can't be measured on a scale or balance sheet. Vitality is the energy and vigor that stimulate our creative abilities and are the fuel for our productive engines. Vitality delivers that unique and undeniable competitive advantage that propels organizations to achieve seemingly impossible triumphs and incites individuals to create extraordinary lives.

How do you measure the vitality of your business and your life? I believe that if you want to diagnose the health, vitality and the future viability of a company, then assess the attitude, emotion and feeling of its people. Companies claim the most important people to their businesses are their customers. I believe great customer service is a symptom, an outcome; the cause starts with the attitude and emotional vitality of the people delivering the service.

If you want to assess the health and potential of Google, Wal-Mart or Starbucks, glance at their balance sheets to see where they are, but find out how their people feel to determine where they're going. This is true for you and your business, as well. If your people are overstressed, anxious or dissatisfied, these infections will propagate into a disease and can eventually put an organization into a permanent coma, if not kill it.

You know you have a healthy life if your relationships are vital, uplifting and joyous.

Look to your people, your relationships, to assess the health of your life. Are they vital? Do they give you energy or take it away? Are you a source of joy and inspiration, or do you bring tension and angst to others?

Life is about the relationships we share with each other—they make life meaningful. You will know that you have a healthy life if your relationships are vital, uplifting and joyous.

Within these pages you will find many experts, ideas and resources to support the building of a healthy business and life. We hope you find them vitalizing.

Cheers to your health!

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