

# tenacity

***the quality or trait of being very determined***

Resilience. Persistence. Perseverance. Self-control. Some people might think these are synonyms. But there is one word that sums it all up: "tenacity."

Tenacity is one of the most important skills you can develop to help you throughout your career. It can be easy to confuse tenacity with stubbornness. But there is a key difference. Stubbornness is driven by not wanting to change your mind or position on something. Tenacity is driven by your determination to achieve a goal, unwilling to give up until you do. *Being stubborn is about clinging to what is known - being tenacious is about steadily moving forward.*

Tenacity can be both taught and learned. Here are five ways to cultivate tenacity:

**Know your goal.** What truly motivates you? What do you want your career to look like?

**Be curious.** Relentlessly push yourself to grow. Find out everything about the area you want to work in.

**Focus hard.** Balance the big picture with the reality of today. Make goals tactical & measurable so that you can gauge your progress.

**Find meaning.** Not every day is going to be filled with excitement, but you can look for purpose to buoy your progress and reinvigorate your effort.

**Reframe setbacks.** When setbacks occur, refocus the situation by asking, "What could I have done differently? What will I do differently next time?"

Obstacles, setbacks, challenges... you are likely to face many of each in your career. Especially if you are striving for greatness. By developing tenacity, you can give yourself the fuel to keep going.



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