

# tenacity



**the skill, quality or trait of being *very* determined to do or accomplish something;**

Unless you're a brain surgeon or rocket scientist, the skill that is *more important to your professional life than just about anything else is **tenacity***. Being able to persevere when the going gets tough and sticking to a project, task, or deadline is one of the most desirable traits of an employee and business owner alike.

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 or meet a deadline, unwilling to give up until you do. Being stubborn is about clinging to what is known - being tenacious is about steadily moving forward.

Being tenacious means having **drive, dedication and passion**, which can be experienced in various ways. Being tenacious does *not necessarily mean being the loudest in the room or always moving at a fast pace*. It also entails giving yourself the space to breathe and be in the shadows when you need to, then showing up again with confidence and strength.

## **How would you like to improve or significantly increase your:**

- Confidence
- Courage
- Decisiveness
- Resilience
- Fearlessness
- Indispensability
- Openness to change
- Motivation
- Ability to earn respect
- Ability to self-regulate
- Ability to overcome rejection & failure
- Ability to build a team or company
- Ability to find the positive & dismiss the negative
- Sense of purpose

## **Tenacity can be both taught and learned. Here are 4 specific ways to cultivate tenacity:**

**Preparation** The key to being a tenacious person is going above and beyond when it comes to preparation. If you have a deadline to meet at your job, take the time to **organize your strategy, steps and approach**.

**Set clear goals** It's hard to keep up your intensity and commitment if you don't know what you're working toward. Make it easy on yourself by setting clear, specific goals (special emphasis on the "clear" and "specific" parts). *Goals that lack definition also tend to lack power, focus, and the ability to really impact your work or life.*

**Scan Your Path in Both Directions** Take a good, long, clear-eyed look ahead of you at how much there's still left to do. And even if it seems daunting, don't despair. Instead, look beyond to where you'll be and what you'll have accomplished once the task is completed.

**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 **ACHIEVE**.