



# REDEFINING SUCCESS

CREATE A MORE **POWERFUL, ALIGNED, AND PERSONAL**  
DEFINITION OF **SUCCESS** **KATIE RASOUL**

The hardest question I ever got asked was, “What’s your definition of success?”

I didn’t have an answer. I was defining success the way society had taught me: Achievement. More. Bigger. Faster.

If you’re craving a more YOU-centric definition...this process will help you align success with your personal values. It helped change how and why I did nearly everything (and still does!).

## Start Here: **Connect to your WHY**

Reframe your goals based on how you want to feel on a day-to-day basis by relentlessly asking yourself why.

A quick example: I want more friends. Why? I want to have more fun. Why? Because I want to go out more. Why? Because I want to experience new things. Why? Because I’m lonely. Why? I miss feeling like I belong to a community.

Ahh. Wanting to feel like you belong. #Truth. Now, your turn.

What is your big *why*?

And *why* is that?

And *why* do you want that?

But...you guessed it...*why*?

Dig a little deeper.

*Why* is this so important to you?

Now try this: **Redefine SUCCESS**

New awareness + new feeling-based goal = time to redefine success

Redefining Success = feeling you want + personal values

For our example above, the new definition of success would expand on belonging by weaving in core values and come out looking something like, "Success to me means cultivating meaningful relationships and deep connections with people and groups who lift me up and bring me joy." #Beautiful. Now, your turn.

What feeling are you searching for in your life (see your work above)?

What are your core values (Don't know? Check out this [link](#) for a list to get you started.)

Now, write a statement that expands on your feelings and weaves in your values.

## Finally: **Move FORWARD**

Decide what actions you're going to take today to honor your definition of success.

Here's what our example might do:

Checkout Meetup and EventBrite for possible upcoming events. Reach out to a new friend and schedule lunch. Finally go to the new exhibit at the art museum to feel inspired. #Momentum. Now, your turn.

What is one very small first step you can take?

What's one thing you can do today to FEEL the way you want to feel?

How will you find value in the journey towards this new definition of success, not just the outcome?

If that all feels like too much...then create a mantra of simple and powerful words to help inspire and guide you today (we're digging *truth creates beautiful momentum*).