

Rules for Success

1. **The “Hard Thing” Rule**—Do something every day or so that is challenging for no other reason than it is difficult, so when the time comes for “hard work,” you are well prepared (A. Duckworth).
2. **The “Rather Not” Rule**—Do every day or two something for no other reason than you would rather not do it, so that when the hour of dire need draws nigh, it may find you not unnerved and ready for the challenge (W. James).
3. **The “Persistence” Rule**—Once you accept a task, never ever give up (W. McRaven).
4. **The “Planning” Rule**—Planning is an indispensable to long-term success; it is a process, not a static end state. “Plans are important, but planning is indispensable (D. Eisenhower).”
5. **The “Balancing” Rule**—Balance warm passion and a cool sense of rationality; the balance provides persistence and resilience (M. Weber).