

Payment for the fee

Usually when you talk about success, there is one parameter that is very easy to miss and is one of the important things that distinguishes between people who achieve their goals in life and those who do not. This parameter is "paying the price".

When we talk about the willingness to pay the price, we can talk about the subject from several directions. First of all, success has a price. Have you ever wondered what is it? True, at first it seems a funny question because for most of us success seems as ideal, glittering and glamorous. But behind the fun and glamor, there is also a price. When I talk about the price of success, I am talking about the need to duplicate it and the self-criticism that might arise if it cannot be reproduced. The price of success can also be the fear of the public's reactions, such as jealousy and a situation where people will idealize you because you are considered successful. Additional prices may be also the so-called "loneliness at the top". Everyone looks up to you from the bottom and you may be perceived as remote.

Another angle you can look on the willingness to pay a price, is the willingness until you achieve your goals. Sometimes, these are prices you pay that are related to your time, and what you could do with it otherwise. For example, many people who invest a lot of time in achieving their goals, what to do our time is limited, spend less time on other areas of their lives like on their romantic relationship's or family. Other perception in being ready to pay the price is the thing you are willing to give everything you have and do whatever it takes to achieve your goal. For example, there used to be a salesman I used to help that went from customer to customer and made the most boring presentations you heard in a monotonous voice, in dry content and it bored the potential client to death "systematically". The first time I heard his presentation, because lankness of creative I didn't make it all the way through. Being willing to pay the price for him, would be willing to give up his image of self-awareness. For example, be prepared to change, to be creative, and to be interesting. The price he would have to pay if he was really willing to make a change was the price of how he would be perceived by the potential client. After we worked during two basic meetings and changed his presentation and how he presented it, and after several creative and funny attempts at which he agreed to pay the price, that is to say, he agreed to be silly, to be different and might even say that he was really unusual, this was a breakthrough. Being willing to pay the price is sometimes to be willing to give up your image and be willing to take yourself a little less seriously.

In the context of leadership in life, it is a very interesting subject to look at and it can be seen as the more steps a person takes as a leader in this world, the more situations he has to be willing to pay the price. Mostly, it's the price of what they'll think of me, or how they'll perceive me. And now, imagine that this leader is a person who wants to run for elections in the State of Israel.

And for your tasks.

1. Look at your life and write in which areas you are not yet willing to pay the price. Pick one area and define a way in which you are ready to start experimenting. (Like my trainee in the example).
2. For the next two weeks, make at least of three experiences you paid the price and write down what you profited from willing to pay the price.