

“Not-Just-For-Profit”

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What is the secret of your personal success? There are some standard answers: knowing your craft, knowing your audience, grit, hard work, vision. The men and women I've been training would add to that list stuff like meaning, contribution, making things better along with having fun and making money. In the words of the sage, Jerry Seinfeld, "You can't do good work if you're not excited." In a recent interview I called my work "effortless hard work," I think that's because every day I get to learn new things, and every day I get to watch people find ways to make their lives a bit richer—even in this tough economic climate. I keep a running list of some of my favorite resources [on my website](#).