

Definitions of Success

By Barry Farber

What is your definition of success? After asking this question in thousands of interviews for books, columns, radio, TV and customer research it becomes very clear that the top answer is always focused on the ability to serve others around you and provide an opportunity for growth beyond yourself. When we build the people around us it comes back to us in many powerful ways. This month a few local business owners share their insights on success:



Jamie Raskulinecz
CEO of Next Generation Trust Services
and the finalist in Ernst & Young
Entrepreneur of the Year Award

"My definition of success is being able to do what you want to do when you want to do it and in the process help others to become successful. I like to give back and one of my proudest moments is adopting a family. My partner and I found a family through the mayors' sunshine fund in West Orange. We helped support a mother and father with three children who were going through tough times. We started out taking the mom grocery shopping every week. We also saw the conditions they were living in and made one of our rentals available to them at a reduced rate. We also worked with others we know to donate furniture and worked with them for six years. And now they are a successful family on their own. We made a tremendous difference in somebody's life and that's what it's all about... Paying it forward."

Bob Fienstein
President of Planet Honda

"My definition has changed a lot. When I was much younger it was all about financial success. The older I get and the bigger our organization gets, the more success becomes less defined by what I do or what I achieve and more about watching the people we have here achieve success. Seeing employees grow and prosper and purchase homes, get promotions and send first generation kids to college—to me that's the real success. It's not just enjoying the fruits of your own labor but being able to see other people realize their dreams through something you helped provide an opportunity for."

Josh Sanders
Vice President of Sea Breeze

"I am the fourth generation owner of the business and handle all operations. We manufacture sodas, teas, juices and cocktail mixers. We also make Bosco Chocolate Syrup right here in NJ! We pride ourselves on the longevity of our employees. We have one driver that has been with us for 45 years and he lifts 60-pound boxes every day. Seeing people succeed is a very rewarding experience. I also think success is the ability to solve problems, improve how we do things with the goal of perfecting our processes so our business runs smoothly for everyone including our employees, customers and vendors."

Barry Farber is a radio and television host with expertise in sales and marketing topics, as well as a marketing consultant for corporations, professional athletes, and entertainers. He's the creator and marketer of the FoldzFlat® Pens that can be seen at www.makemypen.com. Learn more about this author at www.BarryFarber.com

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