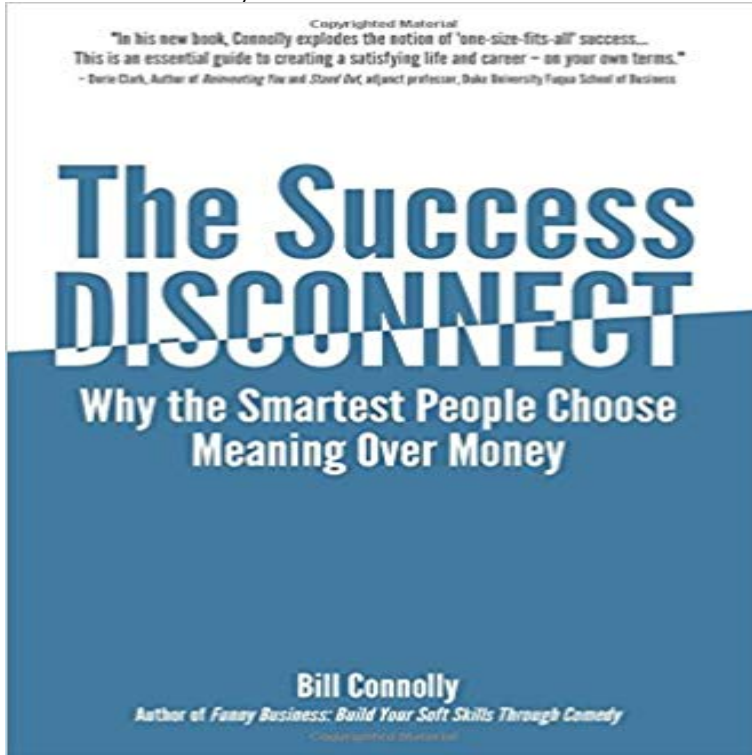


# The Success Disconnect: Why the Smartest People Choose Meaning Over Money



What makes you successful? Most people struggle to answer this question because the concept of success is exceptionally complex and individually defined. Still, society has for generations used the same three-pronged, one-size-fits-all approach to measuring the success of a human life: money, power, and honors. While this makes for a simple definition, it fails to accurately capture the unique and personal journey that each of us takes to find our success. Exacerbated by this age of technology and constant connectedness, the gap in societal and personal success measurement can lead many to worry that their lives aren't as successful as their peers.

Using case studies of individuals who have overcome enormous obstacles to achieve unique versions of success, *The Success Disconnect* illustrates the idea that it is never too late to change course, and that YOU are the sole architect and evaluator of your life's journey. Written by Bill Connolly, a branding expert, professional improvisational comedian, and author of the book *Funny Business: Build Your Soft Skills Through Comedy* (Named by Forbes as one of Three Books That May Make You Rethink Your Career) *The Success Disconnect* offers a malleable blueprint that anyone can use to create a life that makes them feel happy, fulfilled, and ultimately successful. By the end, readers will have a refreshed perspective on their place in the world, and a clear path to pursue their purpose. What people are saying about *The Success Disconnect*: *The Success Disconnect* will show you why there is no linear career path anymore and that you need to focus on meaningful work instead of just money to achieve happiness in your own life. Dan Schawbel, New York Times bestselling author, Serial Entrepreneur and Forbes Columnist In our pursuits of fulfillment at work we rarely stop to ask ourselves what success means and why we work in the first place. Bill

brilliantly challenges that status quo while drawing from unconventional sources to answer the question that matters most: what is success? Arthur Woods, Co-Founder of Imperative Finding success today is complicated. Its always easy for individuals and businesses to come up with new ideas and approaches; the hard part is letting go of routines and processes that worked in the past, but are now stale. This book identifies a new blueprint for people to become comfortable with discomfort and challenge themselves to find personal success. Bryant Pfeiffer, Vice President, Club Services, Major League Soccer For anyone looking to create a life of meaning, purpose and impact, The Success Disconnect is the book filled with vivid stories that will show you how to get it done. Erica Dhawan, co-author of Get Big Things Done and CEO of Cotential

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