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The Nature of Success

Instinct: Tapping Your Entrepreneurial DNA to Achieve Your Business Goals by Thomas L. Harrison (Warner Books, September 2005) offers success tips that work whether you're a corporate CEO or launching a small business. Harrison, chairman and CEO of Diversified Agency Services, Omnicom Group Inc., shows you can be successful even if you "got short-changed in the genetic lottery. But only if you know how to make up for what you may not possess." He uses case studies of entrepreneurs such as Kay Koplovitz, who founded the USA Network, becoming the first woman to head a television network. Harrison says for born entrepreneurs, "pleasure comes from winning. We get high on overcoming roadblocks." And such individuals are not afraid of risk. They have "risk blindness. Risk doesn't feel like risk; it just feels like the way the world works." He says the secret to success isn't just being smart and ambitious. For those who move from one success to another, "It's a drive to do more, to want more, to try more."