

Making sense of SUCCESS

In the last edition of *Post Journal*, we offered tips about setting goals and making your dreams for the future a reality.

This time around, we ask Kirsty Dunphey – entrepreneur, author of *Retired at 27: if I can do it anyone can* and user of Australia Post products – to share her thoughts on achieving success.

Here are Kirsty's top tips.

Dream big
If you don't dream big, no one else will do it for you. Success doesn't come by accident and the first step is planning for the future.

Passion is the key
Success is that much easier if you're doing something you really love and care about.

Courage is a must
I don't believe in risky behaviour, but I do think it's important to have the courage to take the steps you must to achieve success.

Be as educated as you possibly can
Constantly educate yourself – and that doesn't mean you have to do a PhD! Be sure to learn something new every day.

Never be afraid to admit that you've made a mistake
Admitting that you've made a mistake is simply saying you're smarter today than you were



yesterday. Don't let your pride stand in the way of learning and growing from the mistakes you make.

Surround yourself with people who inspire you
These people are mentors, workmates, family and friends. They help motivate, support and inspire because no one achieves success on their own.

Aim to exceed expectations
Consider all parties affected by your actions – your boss, your customers, your partners, your friends, yourself. Aim to impress and exceed each of these groups' expectations with your actions.

Don't be afraid of failure
The most successful people in life fail more than those who never try. It took Edison more than 1,000 attempts to get the light bulb right – and Bill Gates's first company was a failure.

Celebrate every success
When you reach a milestone or achieve a goal – pat yourself on the back. Reward yourself before heading on to your next one.



Kirsty Dunphey's working life started when she helped out at her parents' petrol station and laundromat businesses. The youngest-ever winner of the Telstra Young Business Woman of the Year Award, she started

her first business at 15 and her own real estate agency at 21, and was a multi-millionaire at 25. Kirsty says the fact that both her parents went bankrupt was a huge motivator in accelerating her towards financial independence.

For more about Kirsty and her books visit unleashedknowledge.com.au.