

# The greatest measure of success



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**D**uring a recent entrepreneur conference, I was asked, "What is the greatest measure of success?" That's a loaded question because we all have different views of what success means.

Some folks will gauge it daily by the number of likes on a social media post in hopes of attracting that one client. Some will gauge it by how much money their investments made in the last quarter. Some will measure it by the fact that they made another rent payment on time or that their kids didn't have to go to bed hungry. Others will find solace for being another day sober.

Throughout our lives, the measure of success will change, as it should, because our circumstances and goals have changed.

Having been in Corporate America for decades helping to develop teams and processes that have supported a number of aggressive store rollouts and remodels, I used to gauge success by how many new store openings my company did or how much money we saved.

I was that leader, that Type A personality. I was at my desk in midtown Manhattan at 6:45 a.m., already on my second cup of black coffee.

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I was lucky enough to hire and work with a number of talented people. I also had to cut staff due to corporate downsizing or economic downturns. Along the way, my library was always full of the latest and greatest business, wealth and brand building books from thought leaders like Napoleon Hill, Dale Carnegie, Jim Collins, Stephen Covey and Seth Godin, among others.

Back then, my success was my career track—paying off the house, saving for my son's college fund and taking a few vacations here and there. The industry viewed me as "successful." I served on several boards and was a keynote speaker, moderator and presenter at countless conferences. It was also a time of accepting a certain amount of BS and stress because I felt like it came with success.

Now, having stepped out of my corporate role for close to a decade now, my idea of success has been simplified. Today, success is simply choosing what I'd like to do with my time and who I'd like to do it with. That's a lot trickier than it sounds, and believe me, I've worked hard to be able to reach this point.

Throughout my many different roles as a certified executive coach, industry consultant, event producer and interviewer, I crossed paths with lots of people who have had lasting impact on me—positively and negatively.

Think about it—how many times do you have to put up with someone's negative attitude because they're your boss, your client or a potential client? This pertains to my family and social circles, too. It's about doing things with people I resonate with—people who reciprocate the same type of energy toward kindness and fulfillment.

One of my favorite quotes by Coco Chanel sums it up perfectly: "There are people who are rich and there are people who have money."

When you see the difference, I hope you'll realize how rich you really are.. **CCR**