

**HOW DO SUCCESSFUL PEOPLE PLAN AND ACHIEVE THEIR  
LIFE GOALS?**



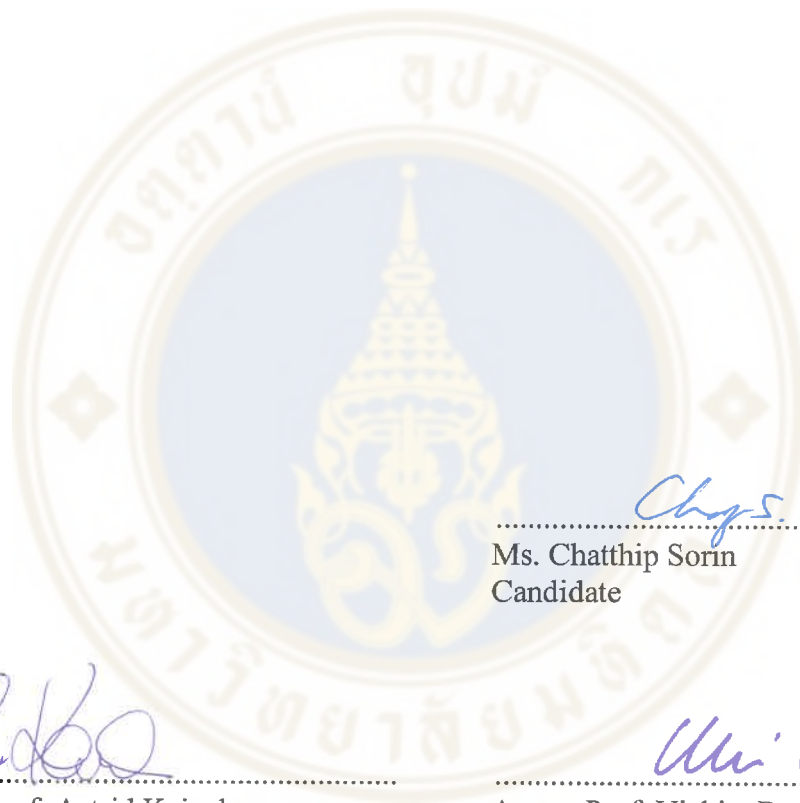
**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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## **HOW DO SUCCESSFUL PEOPLE PLAN AND ACHIEVE THEIR LIFE GOALS?**

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M.M. (MARKETING AND MANAGEMENT)

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### **ABSTRACT**

With my all-time curiosity on how could successful people achieve their life goals, success is one of a lifetime's highest life achievement but not everyone could reach in their life time. One of the respondents also reconfirmed that there is no such thing called certain success factor for everyone. We individually would need to pursuit and find ourselves in different particular life situations. Therefore, this study mainly aimed to answer the typical question "How successful people plan and achieve their life goals?" Furthermore, respectively the study was expected to define the common success factor(s) to achieve their goals as well as sharing their thoughts getting through difficult times. The paper also studied to define any important relationship between Success and Happiness. The researcher has applied qualitative research method including of respondents' current life assessments and in-depth interviews.

There are many interesting study results from respondent's point of views. First of all, they all consider success from their Work lives. Marital status deeply further classified important rankings in life, still be Work for married people while single respondents gave more important rank on Play and Health. Referring to the interview, in section of Life planning, three out of four respondents mentioned to visualize life planning in minds. Moreover, all of them have at least one short term with a regular review from time to time. For Powerful success factors, could be grouped into two sources. There are Internal positive mindsets and externals sources, for instance, good support from family, friends and business partners. Moreover, happiness could be defined as a self-created and self-found by ourselves.

In conclusion, to achieve in any goals, recommendations from this thematic paper are as followed. First of all, we all should have started by having at least one short term goal, followed by a very strong desire to success, keep focusing on the set goal with a regular review. There is a list of clearly common positive mindsets for achieving the set goal(s) for example of being curious, being a positive thinker, having self-awareness, open-mindedness, and good interpersonal skills.

**KEY WORDS:** Success/ Successful people/ Achieve/ Goal/ Life goal

54 pages

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## CHAPTER I

### INTRODUCTION

*What do we live for, exactly?* This has been one of the many interesting questions came across the researcher mind for years. The researcher curiosity is how could we truly answer this question without any hesitation. Does it truly speak from consciousness? Of course, the statement is highly related to personal matter if anyone would like to answer from their own perspective. The way people answer may also reflect to their personal values, motivations, cultures or how does he/she plans in his/her lives. Many people admit that they do live for a happy life. Some people live for their personal financial resources, career achievement, create an innovative product, etc. Some of them have never yet crystalized the answer. Apart from succeeding their life goal by having a happy life, most of them would also focus on their beloved ones' well-being, happiness, health, wealth and other purposes. At this point, we could refer that most people usually aim to live for a happy life. Therefore, happiness seemed to be an ultimate common goal of human living.

For further analysis, all of us usually have different steps toward a finalized goal. There are many breakdown goals towards reaching the ultimate goal. Those things require continuous attention and priority. Regardless to any other factors, we could focus to any actions that would possibly drive us towards the goal. The most difficult following question arises on how to make that goal more realist at a sooner period of time.

What is a good life? It is hard to find an individual encore towards life. The encore career is a work that combines personal meaning with financial benefit as well as positive social impact. Few immediately identify their encore lives, whereas few have never known any idea or think that it is too late to find out.

In this study, the researcher hope that there are a lot of efficient tools to guide readers on how to achieve their life goal as a fast pace using least resources. The objective of this study is to be useful to an ordinary human being who is looking forward

to success. There are prior researches on factors driving towards success. However, this would be an easy to use life guidance which is practical on a daily basis and inspire other on how much life is worth for. Furthermore, this can be applied further in all types of goals in real life. To make a smooth arrangement and in-depth analysis, the study focused into two phases to drive a goal happening for real, starting with **Phase 1, which is Mindset and Phase 2 as a Reframing process.**

The prime objective of this research is to emphasize further in-depth Personal life analysis and to gather most accurate data and further analyze the results. This study is, therefore, conducted by using qualitative research method. The sampling group is aimed to focus on people who are working in business field. In this field, people are noticeably outstanding in their career performance. Most of the successful business people are socially respected, some are raised to be a role model in their professional career. Therefore, interviewing on in-depth work and life point of view hopefully could share us invaluable experiences. Most of the successful people at work may simply identify that they would succeed in their personal lives as well.

There are top listed questions, we would love to ask them to share their opinion on, such as *'What is the key element that drove them to success'?* *'What are their life goals look alike'?* *'Is there any original life plan or happening considered to be a coincidence'?* *'How did they plan their life to achieve success'?* *'How did they adapt their plan to make their life successful'?* *'How do they set their personal plan'?* *'How do they perform to strive for success'?* *'How do successful people plan and reach their goals'?* These statements have kept me curious lately. Afterwards, I consciously questioned that what are the real key elements towards a life achievement? How could we survive? How do successful people succeed and survived from those difficult times? I do understand that many people achieved success through support from several factors and situations. Some of their achievements straightly resulted from their personal efforts, self-motivations, intrinsic values, financial resource, good social supports or even luck.

We typically are aware of critical situation living in 2020. The struggle living in terms of financial crisis, mental and physical health, polluted environment or even global political situations. Without closely focusing on our personal life goal, we could have left with blindness on life directions. Therefore, this thematic paper is

focused on two aspects. Firstly, how do successful businessmen set their life plan. Secondly, how do they reach their goals through executing these plans.

Today is a result of yesterday. Things happen in a way that we shape it to be. All of us always create a life of present either we really do select it oneself or ignore it. There are always at least two choices. Firstly, we draw our own life or secondly, we do nothing and let it be. Both consequences are shaped into form of situation we live with later on. *Everything happens for a reason*. Someone said, this implies to power of spirituality. On the other hand, would it be better if we could design our own life. It is our one and only life (in Person ignorance of next life). Each topic in a life we could divide into 2 *perspectives of 'Work-view' and 'Life-view'*. Those two are directly related to our daily life. In addition, as mentioned before that most common ultimate desired outcome is happiness. Therefore, the question arises as how well could we design our lives? This to ensure that we are currently walking on the right track, following the true north compass towards the plan. The happiness is only a reference to ultimate goal. Furthermore, this could be applied to every goal that leads us to the final goal.

Designing life and following the plan are initial key success factors towards the achievement. The first important thing is **Mindset** (This study refers to positive mindset or positive attitude). Half way winning always get started by a positive mindset. Getting yourself to be ready is one of the most significant aspects in cognitive process. The process is regularly consisted of *positive mindset and personal character*.

Life is clearly easy to plan and once we have a desired outcome but there is no concrete path. There are stages for brainstorming, making prototypes, improvisations and *"building your way forward"* (Burnett & Evans, 2016, p. XV). **Reframing the process** is a second phase of making a life goal succeed which significantly require two key items; *Engagement and Energy*. Those are main elements to identify enjoyment from any activities and towards any job findings. This paper is highly beneficial to everyone who aim to reach the desired outcome, which refers to a well-designed life. The outcome that generally makes daily life easier, productive, enjoyable and pleasurable. I hope few of the valuable experiences from the qualitative data and analysis can be applicable in real life and become a life guideline towards anyone goals achievement.

## CHAPTER II

### LITERATURE REVIEW

This chapter is constructed in order to study on how does a successful person succeed in achieving his/her life goals. There are types of literature researches, journals and self-improvement books that have been studied on this area. Every source aimed to identify the efficient factor(s) towards a successful life. Success is a common life goal that we all aspire for. Regardless of age, generation and where you are and what type of life goal you choose to aspire for. Due to many literature reviews have slight alignment with an objective of being successful in life. The main objectives are included in finding a reason to live, Ikigai (Ken, 2018) and a life well- lived caused by a well-designed life (Burnett & Evans, 2016). Furthermore, a successful life is seemed to be an ultimate common life goal. Therefore, this study focused on human achievement which derive them further to life happiness.

*How to achieve a successful life?* Referring to literatures review, there are list of typical human life goals. ‘Designing Your Life’ (Burnett & Evans, 2016) indicated that success is positively determined by a well-designed life. “*A well-designed life is a life that is generative. It is constantly creative, productive, changing, evolving and there are always possibilities and surprises.*” (Burnett & Evans, 2016, p. XV). The authors emphasized by questioning the readers “*What do you want to be when you grow up?*” The key concept is to keep building your way living forward to a desired outcome.

Another significant literature mentioned to a process directly derives to success. ‘The Little Book of Ikigai’ (Ken, 2018) referred an ancient Japanese theory. The book has been recently published by a Japanese brain scientist professor, Mogi (2018). Ken explained the definition of Ikigai as *to discover, define and appreciate those of life pleasures that have meaning to you* and that *"You can find and cultivate your own ikigai, grow it secretly and slowly, until one day it bears an original fruit."* Ikigai, therefore, is both the process and its ending point of being successful. The objective is

to find the way to live with a purpose of life on a day-to-day basis. The concept simply explained in 5 framework pillars that are to be discussed.

Since there are many literatures review the researcher have studied regarding to how to succeed on a life goal. To gain the most quality of research, this thematic paper is separated into two phases on how do people attain to success happily. The two phases consists of **Mindset and Reframing process**. *Mindset* is defined as the first success requirement. A set of decisions, how to consciously desire on the future, these are represented by having a Mindset. Secondly, **Reframing process** is on how many key drivers connecting each other towards its goal. The two key phases could drive finally to **Success and Happiness in any forms of life**.

## 2.1 Phase I: Mindset

### 2.1.1 Designing Your Life

A well- designed life is building a way of life forward. The life would be able to solve problems, to make daily life easier, be more productive, enjoyable and surely give more pleasure in life. The life definitely lightens up us to have a true answer of “*How’s it (life) going?*”. The ‘Designing Your Life’ (Burnett & Evans, 2016) stated initial five required mindsets.

1. *Curiosity*: an endless curiosity draws a well-designed life, see opportunities everywhere.
2. *Bias to action*: committed to build your way forward, focus on what will happen next.
3. *Reframing*: do not get stuck, be open minded to explore, work on the problem.
4. *Awareness*: a self- evaluation to keep tracking, never give up on difficulties.
5. *Radical collaboration*- asking for help from support groups, feedbacks and discussions.



In Japanese context, **Ikigai** is normally used in many ways in life that can apply from a tiny thing in daily life up to a big scale of a life goal. The word is literally combined from **Iki** (to live) and **gai** (reason). Obviously, the meaning of word *Ikigai* describes as **Reason to live or Reason why we wake up in every day**. (Wutthichai, 2018, p. 31). Having Ikigai truly leads human to succeed in life, however, success is not directly a requirement to have Ikigai. Ikigai is widely accepted to lighten up a purpose of life, also gives a powerful push to maximize a person’s capabilities. In Japan, a person who have such a high Ikigai is called “Kodawari”. The person strictly dedicates oneself with a high determination, and attention to detail oriented to pursuit a plus action for more pride and joy.

One key element of Ikigai is having *Self-esteem*. The feeling of Self-esteem derives a person to realize on one’s success determination. (Wutthichai, 2018, p. 33). The underlying of Ikigai is similar to HWPL assessment of the ‘Designing Your Life’ in way finding your way of being happy. This ancient Japanese theory had researched over 7 years collecting the number of longest lives of Japanese people. They found that the eldest are people who have Ikigai mindset. But what exactly is Ikigai mindset? Previous researches identified that Ikigai has a positive significant relationship to *people health, longer living, being happy and self- satisfaction*. (Wutthichai, 2018, p. 37)

### 2.1.2 Five Pillars Of Ikigai By Ken Mogi



**Figure 2.1 Five Pillars of Ikigai (Kemp, 2020) (<https://ikigaitribe.com/ikigai/the-5-pillars-of-ikigai/>)**

1. Starting small- focusing on details such as small loving things be open minded, and be youthful to explore and learn new things.
2. Releasing yourself- accepting oneself is the most difficult task but it is key to release and let go of illusion sensory of being self and move on.
3. Harmony and sustainability- individuality still rely on connecting to society for growth.
4. The joy of little things- find and make the little things, Ikigai would start us a brighten morning.
5. Being in the here and now- find and appreciate the flow of being at the moment. Having focus on what we truly are.

Ken (2018) raised an example of having a taste at the moment. Having a peace of mind is one of the most expensive melon that cannot be captured or measured by any tool. We rather be at the moment and appreciate it. Releasing oneself and being at present are very coherent to each other.

Moreover, there is a journal by Bandura (2010) indicated a strong sense of **Self-efficacy could enhance human achievement and personal well-being**. **Perceived self-efficacy** has occurred when people believe in their capabilities to perform in any activities that deliver the designated target. Sources of self-efficacy are separated into two parts; *Affective and Cognitive processes*. *Affective* – related to emotional reactions while *Cognitive* process is related to thinking and thoughtful context.

Positive similarity to the prior context, a journal written by Koestner (2008). The journal mainly focused on **Motivational factors** effectively influence on personal life goals. Koestner (2008) insisted that autonomous person particularly drives more achievement. This is impactfully beneficial by having an ownership as endorsement directly from personal interests and values. As defined by the researcher, “*more self-motivation as well as having a greater sense of readiness to change their behavior*” (Koestner , 2008, p. 61). Koestner (2008) also stated that Social support is another key influence towards external sources. A positive feeling given from society including friends, family is facilitating positively towards a goal striving. It is significantly helpful



in terms of enhancing their feeling, increasing self-efficacy, turning cheer and joy into goal-oriented actions.

Another interesting physiological book named *“The Psychology of Winning”* is also a practical useful source of literature (Waitley, 1979). This bestselling self-improvement book did a well explained multiple positive attitudes in a sense of winning.

*“Winning is all in the attitude!”* (Waitley, 1979, p. 8). The doctorate in human behavior described winning definition in following statement. *“Your attitude towards your potential is either a key to or a lock on the door of personal fulfillment.”* (Waitley, 1979, p. 10). The Ten Winning are common denominators of healthy winning behavior that can practically be applied in the game of life. Playing a game of life, Waitley (1979) stated the same as the theory of *Ikigai* does. The challenge of life game is offering people to select many choices of life at a limited time.

### 2.1.3 Ten Attitudinal Qualities Of Winning

1. Positive Self-awareness (self-honesty, open-mindedness, self-respect in uniqueness)
2. Positive Self-esteem (self-worthiness, self-confident, accepting self-worth from others)
3. Positive Self-control (self-determination, taking full responsibility and ownership)
4. Positive Self-motivation (desiring for any change, feeling of excitement, believe in changes)
5. Positive Self-expectancy (hope, enthusiasm, optimism, positive attitude of body and mind)
6. Positive Self-image (key fundamentalism to understand human behavior)
7. Positive Self-direction (a state of mind, role oriented, setting a concrete path of life)
8. Positive Self-discipline (having a strong mindset, thoughtful and emotional driven)

9. Positive Self-dimension (visionary and humanist person, visualizing a bigger picture)

10. Positive Self-projection (awareness of fact in time flies, impressive emotions, being supportive, keep smiling, and KIS (Keep it Straightforward and Simple)

*“Winners ‘make’ it happens, Losers ‘let’ it happen.”* (Waitley, 1979, p. 50).

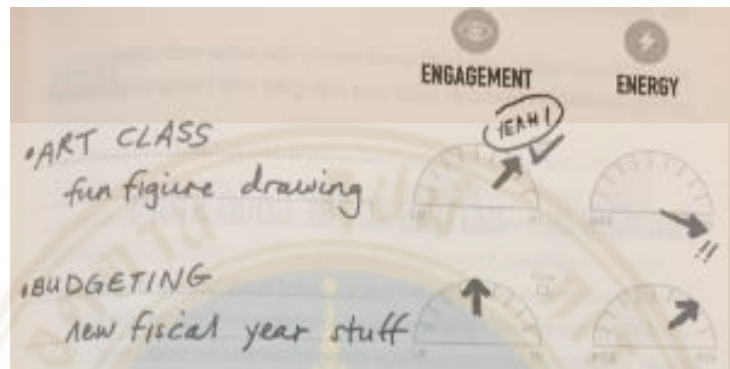
All Ten Winning Qualities are notably a practical positive attitude. Furthermore, the author mentioned the key indicators, towards which a group of people could turn into. An ordinary person could fall into a group of *Speculator, Loser or Winner*. To deeply emphasize on the importance of self-awareness is the first step. We all should accept oneself, and others' uniqueness before driving to other positive attitudes. In addition, the Winners generally have a clear personality, knowing who they are, what they are capable of and what they believe in. This philosophy is same as a simple well-designed life by having coherency of who we are, what do we believe in and what we are doing. (Burnett & Evans, 2016).

All personalities, attitudes and positive mindsets are initial key success factors towards a successful life should get started with. All the researches are aligned in the same direction, the relationship of positive attitudes towards life achievement.

## **2.2 Phase II: Reframing Process**

The word '**Reframing**' is referred to Designing Your Life. Reframing process is a process of how well people execute actions based on their potential mindset, capabilities and attitude. Referred to the book, the connection of reframing is consisted of *gathering information, restating point of view, start thinking and do multiple prototypes* over time.

‘Designing Your Life’ (Burnett & Evans, 2016) is a popular book in this decade, which has raised **two useful life measurements** from the concept of car mileage. One is **HWPL gauge** (Health, Work, Play, Love) and **Good Time Journal exercise**. The journal exercise is a part of Wayfinding stage, similar to a traditional diary with an objective to *review* daily activity log (measured by Engagement, Energy level) and *reflecting* any learning.

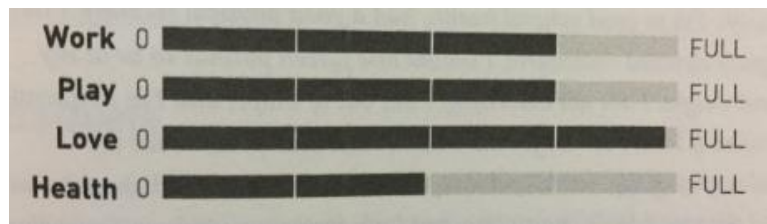


**Figure 2.2 Good Times Journal exercise (‘Designing Your Life’ by Burnett & Evans, 2016, p. 47)**

Following are the selection of 4 steps succeeding any life plan presented by Burnett and Evans, (2016).

### 2.2.1 Start From Where You Are

There is a typical age- old greeting among us, “*How’s it going?*”. Do we actually think or automatically respond by answering “I’m good!” Burnett and Evans, (2016), have written a Life Design Assessment. The Life Design Assessment is divided into four areas of life; Health, Work, Play and Love (HWPL). The Health, Work, Play, Love dashboard is a life gauge similar to car gauges. The HWPL dashboard implies to keeping us updated on energy and focus on four important dimensions driving for a smoothly running life journey.



**Figure 2.3 HWPL assessment (Designing Your Life by Burnett & Evans, 2016, p. 17)**

The assessment given to answer scale in range from least to full score in each life dimension (0= Least, 10= Full). The aim of using this HWPL scale is to evaluate how our personal life currently evolve. We should track and monitor our lives regularly for an improvement and balancing it individually. **Health** indicated how well in mind, body and spirit. **Work**, related to participation in any assignment, how well are you being in partnership, a well committed to adventurous task. **Play** is related to any activities of joy. Lastly, **Love**, every interpersonal relationship to other people or/and oneself. HWPL assessment is divided into scale.

### 2.2.2 Build A Compass

*What do we live for?* Some people seriously spend period of time to figure it out. While other group just do live their lives. *We usually do require two aspects of Workview and Lifeview* creating a North life compass. Personal life compass is simply built by any relevant to define “*What is work for? Why do you do it? What makes good work ‘good’?*” (Burnett & Evans, 2016, p. 26). A completely connected and organized in life is a *coherent* life that could be synchronized into these three questions altogether to answer our life question.

***Who you are? What do you believe in? What are you doing? → How’s it (life) going?***

*Lifeview*, is a conscious decision in which people are allowed to stay “*on-course and coherent*” (Burnett & Evans, 2016, p. 28). A life could be simply lived in alignment with many other aspects of value. “*Why are we here? What is the meaning*

*or purpose of life? What is the relationship between individual and others?"* (Burnett & Evans, 2016, p. 31). These all aimed to introduce yourself finding your own philosophy of life.

In aspect of *Workview*, this reflect to describe precise reasons of working life. To define what good work should it be. There are many questions addressed, "*Why work? What is work for? What does work mean?*" (Burnett & Evans, 2016, p. 29). The authors suggested us to take time to reflect and articulate what work and vocation mean to us. The word "Work" in the meaning to what people start their day in the morning, pay attention and put energy to. This statement is similar to the old age concept of 'Ikigai' in finding the reason why a person wakes up every day.

A stage called, Wayfinding in aspects of Work and Life views that should be mostly aligned. We, therefore, should have found the most accurate compass of life for regular monitoring at least once a year. We can build our own unique compass which is a useful tool for checking that we are *on-the course* or *off-the course*.

### 2.2.3 Designing Lives (Odysseus Plans)

"This life you are living is one of many lives you will live" (Burnett & Evans, 2016, p. 76). The statement lightens up that we all have many lives to design, referring to 'Designing Your Life'. The objective is to draw variation lives to select them creatively and generatively.

Core value of the Odysseus plans is correlated to Hope and Goal. There is an implication of Odysseus plan to sail a boat out in the sea. That is why we should set various possible adventurous life among three of them. We create three different lives for a period of five year future. The more diversified plan typically returns the most variety of choices and ability to stretch out our own opportunities and capabilities. In addition, every Odysseus Plan is a Plan A. There is no existing relation to set plans with priority. All plans are possible. Three Odysseus plans are mentioned below.

**Life One:** That thing you do. (Either current life or any life plan in our mind)

**Life Two:** That thing you would have done if the first thing is suddenly gone. (In case that you have to make a living doing something other than doing what you do.)



**Life Three:** The thing you'd do or the life you'd live if money and image were no mediating object? (any decent living without any laugh, this is the most useful life design)

Nevertheless, we are better to realize that in reality the best life path does not exist. The next step taking either plan to live, the **Odysseus plans** suggested to consider taking “Available resources (*proximity, time, money*), *Coherence (Lifeview, Workview)*, *Confidence level (do you believe you can do this?)*, and *How much do you like it*” (Burnett & Evans, 2016, p. 81). We better compromise and find the balance in each individual life.

#### 2.2.4 Choosing Happiness

There are four steps in choosing happiness. Firstly, gathering and creating options after getting many possibilities in life. Second step is to narrow down the list, thus we choose the path. The last step is to let go of unnecessary options to move on.



**Figure 2.4** The life design choosing process (‘Designing Your Life’ by Burnett & Evans, 2016 p. 137)

Emmons (2003) have written a journal titled “Personal goals, Life Meaning, and Life Virtue”. The researcher mentioned that we better define *which goals in life are worth living for and possibly worth dying for*. There is a similar reminder to the concept of ‘Designing Your Life’; the primary goal of many people is to be happy. Unfortunately, the happiness can literally be found mostly as a by-product of any irrelevant activities. “*Goal-striving*” can be described in four life meaning categories, **WIST**:

**(W) Work, Achievements-** level of commitment to assigned work in professional field.

**(I) Intimacy, Relationship-** relationship related to others, trustful to other, community.

**(S) Spirituality, Religion-personal belief-** in any supernatural thing, God, after life.

**(T) Self-transcendence, Generativity-related** to our personal interest, personal value.

Another different literature review described pursuing goal directly related to how to set a **SMART** goal (Specific, Measurable, Attainable, Relevant, Timely). Tracy stated in a healthful lifestyle journal titled “*Goal setting is a process that can turn your dreams into reality*” (Tracy, 2003, p. 2). The journal highly aimed to share having great *self-motivation and self-confidence* positively lead to a well **Setting and Achieving** goal by a set of easy six steps.

1. *Start with the big picture-* with a clear direction and perspective
2. *State the goals-* in positive specific terms, SMART  
*Break it down into small steps-* timeline measurement
3. *Write it down-* make it visualize and easily accessible by writing it tangibly
4. *Plan for obstacles-* contingency plan is required to keeping the momentum of a life goal
5. *Get support-* get coaching and ask successful people for valuable directions and experiences.

Another additional important thing the journal stated is “*Celebrating Your Success*”. After we regularly review the goal’s progress, it requires a positive cheering up yourself, family and friends in any size of appropriate success. The key tip of this SMART goal setting concept is to keep the goal’s momentum, and stay with strong commitment.



## CHAPTER III

### RESEARCH METHODOLOGY

This study is constructed with the application of both primary and secondary researches. Regarding to the topic of this study, which is related to personal data. The paper is more appropriate using a method of **Qualitative research**. “*The Qualitative research, thus, refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things.*” (Bruce, 2004, p. 3). Bruce (2004) also mentioned his impression of this type of research when another author identified that undertaking Qualitative research gives such multiple technological and analytical strategies. Furthermore, the researcher also stated that Esterberg (2002) referred to advantage of Qualitative research type, which is “*becoming visible*” (Bruce, 2004, p. 1).

**Primary research collection** of this study is considered to be the *in-depth interview* as the topic of this study is mainly relevant to a personal life. Therefore, the interview is required to question into their thoughts in personal life, life planning, life goal setting as well as how to reach to their life goals. The processes of in-depth interview must be properly executed with careful and mindful questions. The questions are all open-ended questions. Moreover, the sample group are all Thais, as the Asian context generally takes a serious concern and consideration talking personal story only to trusted people or to who they have a close relation with.

Bruce (2004) stated in uniqueness of **Qualitative Research Method** referring to other authors, “*All research ultimately has a qualitative grounding.*” (Miles & Huberman, 1994, p. 40). Qualitative research has many core benefits which is valuable for defining the research findings. Those benefits are notion of peoples’ perspectives which are sound, smell, feelings, have a sight directly from face to face interview. Bruce (2004) also stated that, this popular Qualitative research is additionally included in other techniques aside to the interview such as experimental observation.

In order to gain the most effective study, this thematic paper has included a set of life test to share with the interviewees. The additional testing is hopefully aimed

at gaining more empirical thoughts of the interviewees. Qualitative research usually provides a mean to access unquantifiable facts that researchers observe, talk from interviewee's traces. (Bruce, 2004, p. 7).

Qualitative research has a significant list of concerns mostly focusing on process detail from the interview. Regarding to in-depth interview method, it requires a very high carefulness to take into consideration, more particularly on personal data likewise this study.

1. Qualitative research tends to assess observation quality in various techniques including words, visualization and descriptions. These are key difference between Quantitative and Qualitative (Bruce, 2004). Qualitative techniques are associated to What, When, Where and How the thing is essential and ambient.

2. Researchers must prepare well to confront problems during the interview which is totally reliable on each particular mindset, perspective and understanding. In addition, their individual life story is definitely unique, we should be open for any type of responses. Thus, the researcher is required to combine several lines of the collected sights to gain and analyze those captured reality.

3. *"All of us consider ourselves ethical, not perfect perhaps, but more ethical than most of humanity."* (Bruce, 2004, p. 43). This is a key statement Bruce (2004) significantly mentioned in ethical issues. Most importantly this study is focused on personal life goal achievement in terms of research perspective, regardless of one's thoughts on any specific element of behavior and practice in research. Moreover, this study is applied with an in-depth interview, focusing on very personal questions. Therefore, confidentiality and anonymity are seriously taken into consideration with a high degree.

**Confidentiality** is the most important thing to keep in mind. This is an attempt to delete the research record that might identify their identities. **Anonymity** is nonexistent of the subject or person. In this paper, both are responsibly and crucially considered via communicating with the interviewees to ensure their trust. Therefore, all the interview results are kept confidential which are adjusted into anonymity such as interviewer's name, age, career position that are divided into two groups; Senior Manager or Senior Management.

Referring to the *Theory-before-research* model, Bruce (2004) has referred to an author (Nachmias and Nachmias 1992, p.46). The theory addressed that every other theory begins with an idea. Next step from idea is to verify key steps of research, creating **Problem Statement and Problem Questions**. This research is originally caused from a general question, “*What do we live for?*”. The idea of being successful appeared in researcher’s thoughts. I am next to personally curious about how to achieve success in life, so I studied on many correlated literature reviews. To answer the original question that how do they success in lives.

### 3.1 Problem Statement

*How do successful people plan and achieve their life goals?*

### 3.2 Research Questions

There are two parts of research questions. Firstly, two life exercises are given to the interviewees. Those are aligned to theories of HWPL (Health, Work, Play, Love) followed by feeling of joy, engagement and energy. Secondly there is a list of open-ended questions that is aimed to question about their successful lives. Moreover, regarding to sharing the unique life experience, I am looking for developing a probing question carefully. To gather the most clarified explanation in details.

#### 3.2.1 Research Questions: Part 1: Exercise 1 (HWPL Dashboard)

Firstly, referring to main literature review from ‘**Designing Your Life**’, a book by Burnett and Evans (2016), life assessment is aligned with two main parts including Workview and Lifeview. In order to gather personal details, firstly I gave them easy exercises. **HWPL dashboard and Good Time Journal exercise** (in short version which give them at maximum 10-15 minutes to complete).

HWPL Dashboard (Health, Work, Play, Love)

HWPL (Health, Work, Play, Love) exercise is separated into two sections. The researcher handed over the interviewee to do their self- scaling HWPL dashboard.

Section I, the dashboard is a recommended self-evaluation in 4 aspects including current life of Health, Work, Play and Love. The scale is ranged in between least at 0 and Full. The assessment is literally implied to raise the awareness to the person's life at the very moment, likewise an emergency life line. Therefore, the person can realize their current life status, this will be beneficial to think where their lives should get moving next.

Section II, the researcher asked interviewee to rank their importance among those 4 aspects in life which included Health, Work, Play and Love. This is also either for further improvement, remaining with consistency or keep designing for a more balancing aspects.

After they have completed the HWPL scaling. The interview gets started by asking them to tell their success stories. How they have been up to this current point of life. The interview would try to convince to gain their attitude of life in four aspects, HWPL or others else. Stay focused to look for the most successful driver in their lives. Both *internal or external drivers* at any point of views should be collected.

**Table 3.1 Exercise I: HWPL (Health, Work, Play, Love) Dashboard**

<b>Exercise I:</b>		<b>Section II:</b>													
<b>Health/ Work/ Play/ Love Dashboard</b>															
<u>Section I:</u> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum)		<u>Section II:</u> Please rank importance of these 4 aspects in your life. (1= The least important, 4= The most important)													
<u>Example:</u>	<table border="1"> <tr> <td></td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td></td> </tr> <tr> <td>Work</td> <td>0</td> <td colspan="2" style="text-align: center;">/ \</td> <td></td> <td>Full</td> </tr> </table>		1	2	3	4		Work	0	/ \			Full	<u>Example:</u>	
	1	2	3	4											
Work	0	/ \			Full										
Health	0				Full	2	Health		Health						
Work	0				Full	1	Work		Work						
Play	0				Full	3	Play		Play						
Love	0				Full	4	Love		Love						





Please be clarified that there is no right and wrong answer in order to fill this scale. Because every particular person has a personal desired scale. There is a particular balancing scale which is incomparable among other people. There are two main purposes from this assessment. Firstly, awareness of current HWPL status. The more important thing, secondly, we should do the assessment second time and more and more frequently. The status should have a better improvement over time. Asking someone to express appropriately balance among those four aspects.

### 3.2.2 Research Questions: Part 1: Exercise 2 (Good Times Journal Exercise)

#### Good Times Journal Exercise

Burnett and Evans(2016) gave the exercise to MIT student with interesting objective to give them activity log *review and reflect* in perspective of Engagement and Energy. The exercise returned the highest purpose that interviewee could follow the feeling of enjoyment, as they stated in designing life step of **Wayfinding**. “*Follow the joy; follow what engages and excites you, what brings you alive*” (Burnett & Evans, 2016, p. 43).

**Table 3.2 Exercise II: Good Times journal exercise to review and reflect engagement and energy.**

<b>Exercise II:</b>			
<b>Good Times Journal</b>			
<b>Section I:</b> Write down one activity that you think of feeling of enjoyment		<b>Section II:</b> Mark how engaged and energized you were by the particular activity.	
No.	Activity	Engagement	Energy
1 (Work)	_____ _____		
2 (Life)	_____ _____		



In this study, Section 1: the researcher would provide the interviewees to list at least one flashback activity and mark the scale of two aspects between *Work and Life views* in perspectives. The interviewee could mention any activities that shown up once think of Work and Life. Section 2: To scale level of *Engagement and Energy* for those specify activities mentioned earlier. For example, if a person raised activities Dealing with people in workplace, how those two scales would this activity measured in reality.

### 3.3 Open- Ended Question

**Open-ended question** is a list of qualitative research to ask interviewees *in-depth interview* that have the most attention to identify how they succeed in lives. The questions are consisted in two aspects of *Workview and Lifeview* (personal life). The more weight of question would be on Workview. The interview is to convince them telling story of their lives.

The stories told are expected to be classified into at least three aspects succeeding in life.

- 1) *Life planning, Setting life goals*
- 2) *Powerful success factor(s) driving them to the present*
- 3) *How could they get through a difficult time*

Also, the researcher aim to find any coherence between their Work and Life activities along with their life paths. The open-ended question is listed below:

**Table 3.3 List of Research Questions**

No.	Questions
1	What is your definition of success?
2	Would you consider yourself a successful person? In which aspect(s)?
3	Aside to Health, Work, Play, Love, What other factors contributed to your feeling of fulfillment?
4	Have you been surrounded or influenced by the right people? Who are they? Are they your life coaches?
5	Have you designed/ planned your life or set your life goals before?
6	(If yes) Since when did you do? And, how did you do that? What was/were your goal(s)?
7	(If yes) How does the current life close to your plan?
8	Do you have any alternative or back-up life plan(s)? (If yes, what is/are that/those?)
9	Did you know exactly what you wanted to be or do? Did the original plan change or evolve over time?
10	How did you commit to the set goal? (Written down to paper physically or what was your measurement to track your progress?)
11	Do you think you are currently on-course with your life planning?
12	Were there any adjustments during the life path driving to your achievement?
13	Did you keep tracking with your life path towards the goal?
14	(If yes) How and what tools did you use?
15	(If yes) How often have you been doing?
16	Are you satisfied with your life so far? Please rate from 1- 5 (1= Lowest, 5= Highest)
	In terms of success or In terms of happiness?
17	Can you think of a time that you were struggling/experienced difficulties? Please share how did you get through the obstacles? What was your limitation or capability?
18	What are the top three key factors that drive you to this present? (i.e. spirituality, luck, coincidence, capability, personality, mindset, thoughts or are there any other attributes?)
19	What is the most powerful mindset to your successful life? (i.e. Self-awareness, Self-esteem, Self-discipline, Self- control, Self-motivation, etc.)

### 3.4 Sample Group

The interviewees were all Thais working in business field, the workplace located in the area of Bangkok, Thailand. These respondents are positioned as Senior Manager or Senior Management. They are also socially-respected individuals in the company as well as in their professional career path.

### 3.5 List Of Interviewees

The interviewees are in middle age in range of 32- 38 years old. Those are working for company in position of middle- upper management level. Moreover, all of them are recently experienced any success. List of the interviewees are followed.

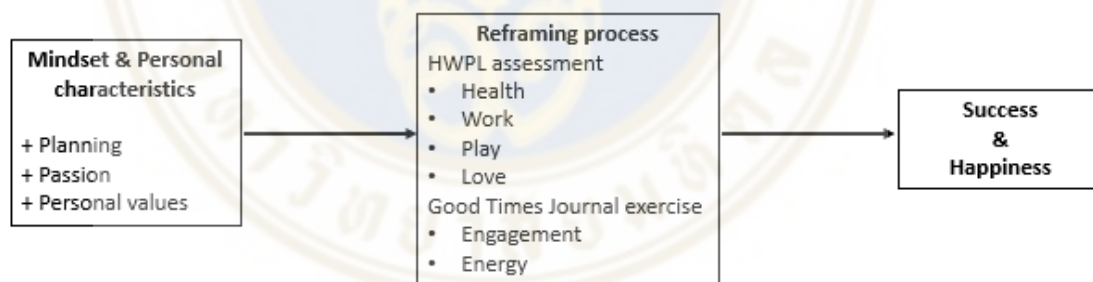


**Table 3.4 List of Interviewees**

Interviewee code	Gender	Age	Marital status	Career position	Position description	Recent success	Recent succes (year)
E	Female	36	Single	Senior manager	Key Account Manager	Promotion	1-2 years
W	Male	33	Married	Senior management	Chief Executive Officer	New business connection in Cambodia	0-1 year
A	Male	32	Single	Senior management	Trade Marketing Senior Director	Lead team to survive recent economic downturn Q4, 2019	0-1 year
N	Male	38	Married	Senior management	Regional Sales Manager	Promotion	0-1 year

### 3.6 Research Framework

After the researcher have studied on many valuable sources of literature reviews, the researcher has selected a list of interesting key success factors that are practically expected to be powerful towards the achievement. The following is a framework which is going to study further on in the upcoming chapters.

**Figure 3.1 Research Framework**

This research aims to combine both primary and secondary researches. All related literature reviews integrated with in-depth interviews. The in-depth interviews were conducted among senior managers (and above) in Thai business field. Those interviewees are socially respected individuals. The interview expected to be depicting direct experiences from those successful people

## CHAPTER IV

### DATA ANALYSIS

This chapter is related to the research methodology in which the methods of conducting the in-depth interviews are explained. The facts and finding from the interviews are summarized and analyzed in order to answer the key problem statement of this thematic study *“How do successful people plan and achieve their personal life goals?”*

The interview questions consisted of two parts, including two life assessments and interview with open-ended questions. The questions have been grouped into consequences from general, middle-general and personal level questions. To analyze data from the interview, results are discussed into two separated parts for instances, *Exercises and In-depth interviews*.

#### **4.1 HWPL (Health/ Work/ Play/ Love) Exercise**

##### **4.1.1 Section1: HWPL Exercise (Current State of Health/ Work/ Play/ Love)**

Scoring Health/Work/Play/Love in range from the starting to immediate or complete level was a very good start for every interview session. Obviously, this assessment is an ice-breaking exercise asking traditional question, *“How’s life going?”*. The exercise makes them reflect on their current life status among those four aspects. Furthermore, the respondents became well-prepared to share life stories in the upcoming questions.

The following figure represents all HWPL exercise results from the four respondents.

**Table 4.1 Feedback from the interviews, Exercise 1 HWPL (Health/ Work/ Play/ Love) Section 1**

HWPL exercise

<p><b>Exercise I:</b> <b>Health/ Work/ Play/ Love Dashboard</b> <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum)</p> <p>Example: Work 0 [1] [2] [3] [4] Full [2] Health 0 [ ] [ ] [ ] [ ] Full [1] Work 0 [ ] [ ] [ ] [ ] Full [3] Play 0 [ ] [ ] [ ] [ ] Full [2] Love 0 [ ] [ ] [ ] [ ] Full [4]</p>	<p><b>Person E:</b> Female 36- 39 yr. Single Senior manager Key Account manager</p> <p>Health [ ] Work [ ] Play [ ] Love [ ]</p>	<p><b>Exercise I:</b> <b>Health/ Work/ Play/ Love Dashboard</b> <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum)</p> <p>Example: Work 0 [ ] [ ] [ ] [ ] Full [2] Health 0 [x] [x] [ ] [ ] Full [3] Work 0 [x] [x] [x] [ ] Full [2] Play 0 [x] [x] [x] [ ] Full [4] Love 0 [x] [x] [x] [x] Full [1]</p>	<p><b>Person N:</b> Male 36- 39 yr. Married Senior management Regional Sales Manager</p> <p>Health [ ] Work [ ] Play [ ] Love [ ]</p>
<p><b>Exercise I:</b> <b>Health/ Work/ Play/ Love Dashboard</b> <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum)</p> <p>Example: Work 0 [ ] [ ] [ ] [ ] Full [2] Health 0 [ ] [ ] [ ] [ ] Full [3] Work 0 [ ] [ ] [ ] [ ] Full [1] Play 0 [ ] [ ] [ ] [ ] Full [4] Love 0 [ ] [ ] [ ] [ ] Full [2]</p>	<p><b>Person A:</b> Male 30- 35 yr. Single Senior management Trade Marketing Manager</p> <p>Health [ ] Work [ ] Play [ ] Love [ ]</p>	<p><b>Exercise I:</b> <b>Health/ Work/ Play/ Love Dashboard</b> <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum)</p> <p>Example: Work 0 [ ] [ ] [ ] [ ] Full [2] Health 0 [w] [w] [w] [ ] Full [2] Work 0 [w] [w] [w] [ ] Full [1] Play 0 [w] [w] [w] [w] Full [3] Love 0 [w] [w] [w] [w] Full [4]</p>	<p><b>Person W:</b> Male 30- 35 yr. Married Senior management Business owner</p> <p>Health [ ] Work [ ] Play [ ] Love [ ]</p>

**Section 1: HWPL exercise in current life**

“Work” has become the one and only common aspect that had been given a scale in *Middle-high to High level* (3-4 out of 4 or Full scale). One more finding was that most of the respondents had rated HWPL scales in range of *Middle-high to High level* (3-4 out of 4). There were few possible reasons to analyze the outcome. First of all, these sample of successful people are highly satisfied with their current lives. Secondly, they do a regular review which have fulfilled their lives dashboard in good scales. Among of all them, two persons have rated low scales (2 out of 4) in a few aspects of their lives in low scales which are “Health”, “Play” and “Love”. **Person N** who rated his “Health” on 2 (out of 4). At the same time, he even complained himself that is this is such a failure of him. With aggression he quoted. *“I should have lost some weight by this time, but, in contrast I even just gained some weight recently.”*. His feeling and sound seem slightly upset when was also been asked that his “Play” was rated very low at 2 (out of 4). He replied that *“My one-day life is all spent either for family and work. There are only those and then go back home. I do not go anywhere for enjoyment much.”*

There was a similar feeling while talking about low scale on “Love” for **Person A**. He replied with laugh that in *“In a day, I either work or stay at my condominium, having a meal by ordering food delivery and that is my beloved.”* A little laughing at the end which definitely he was not that happy in “Love” aspect but his

interpretation was not upsetting compare to Person N. Person N sounded more worried mixing with some stress behind the statement.

For Person E and W, their results were lookalike in high range of scores. Given all the rates in between 3 to 4 out of 4.

From the overall, all of them mostly have measured their current Health, Work, Play and Love life in between medium to full score (Three to Four out of Four). These results could represent into a good satisfaction rate.

#### 4.1.2 Section 2: Importance of HWPL (Health/ Work/ Play/ Love)

##### Aspects in life

The second step exercise was to rank Health/Work/Play/Love according to importance. According to the exercise results, marital status of the respondents could be defined as a significant factor in their lives. Those respondents who are married ranked “Work” in the 1<sup>st</sup> or 2<sup>nd</sup> important place (Person N, W). Person W emphasized that he aimed to own 5-6 businesses. “*And, in overall, I hope these all businesses could be run by themselves in one day.*” His sharing one of the tops in his life goal is very simply. All the family members are comfortable and well-being. These statements implied that his motivation to all things in the past, today and in near future would be dedicated to his family.

Person N explained his term of “Love”. His ranking as the first important “*I would mean (Love) to my family first, I spend time with them, that is the way showing my love to them.*” “*For Work, I have love for my work too. I am happy with my current work as I currently satisfy with what I am assigned to*”. His ranking was showing his care to his family first of all things. Secondly, he valued love in the meaning of having pleasure and satisfaction. Moreover, he gives his current life achievement highly at 95% with good balance between work and personal life spending time with family.

Those successfully married people mostly concentrate more on their Work. Their Work is to mainly support their families’ well-beings. They gain financial payment to support their families.

On the other hand, those in single status weighted more on spending their lives seeking life experiences which are directly delivered by “Play” and “Health” respectively as Person A, and E did. These single respondents focused more on self-

improvement in body and mind. Person E proudly expressed that “*Last year one of my achievement was that I never went to a serious injury or admitted at a hospital as I used to every year from the last few years*”. “*I intended to schedule my workout and leave office not too late as I used to.*” Her intention was related to individual values.

**Table 4.2 Feedback from the Interviews, Exercise 1 HWPL (Health/ Work/ Play/ Love) Section 2**

HWPL exercise

<p><b>Exercise I:</b> Health/ Work/ Play/ Love Dashboard <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum) Example: Work 0 [1/4] Full</p> <p>Health 0 [1/4] Full Work 0 [3/4] Full Play 0 [2/4] Full Love 0 [4/4] Full</p>	<p><b>Person E:</b> Female 36- 39 yr. Single Senior manager Key Account manager</p> <p><b>Section II:</b> Please rank (1= The least) Example: 2 1 Health 3 Work 2 Play 4 Love</p>	<p><b>Exercise I:</b> Health/ Work/ Play/ Love Dashboard <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum) Example: Work 0 [1/4] Full</p> <p>Health 0 [x/x] Full Work 0 [x/x/x] Full Play 0 [x/x] Full Love 0 [x/x/x/x] Full</p>	<p><b>Person N:</b> Male 36- 39 yr. Married Senior management Regional Sales Manager</p> <p><b>Section II:</b> Please rank (1= The least) Example: 2 3 Health 2 Work 4 Play 1 Love</p>
<p><b>Exercise I:</b> Health/ Work/ Play/ Love Dashboard <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum) Example: Work 0 [2/4] Full</p> <p>Health 0 [X] Full Work 0 [X] Full Play 0 [X] Full Love 0 [X] Full</p>	<p><b>Person A:</b> Male 30- 35 yr. Single Senior management Trade Marketing Manager</p> <p><b>Section II:</b> Please rank (1= The least) Example: 2 3 1 Play 4 Love</p>	<p><b>Exercise I:</b> Health/ Work/ Play/ Love Dashboard <b>Section I:</b> Please mark your current life in each aspects of Health, Work, Play and Love. (0= Least, Full= Maximum) Example: Work 0 [w/w/w/w] Full</p> <p>Health 0 [w/w/w/w] Full Work 0 [w/w/w/w] Full Play 0 [w/w/w/w] Full Love 0 [w/w/w/w] Full</p>	<p><b>Person W:</b> Male 30- 35 yr. Married Senior management Business owner</p> <p><b>Section II:</b> Please rank (1= The least) Example: 2 1 Work 3 Play 4 Love</p>

## Section 2: Importance of HWPL aspects in life

In addition, the ranking also significantly influenced by individual personal values. For example, Person A interestingly mentioned that “*The first importance in my life is to ‘Play’ which in my meaning is about to expose new things in my life*”. As a reason that Person A has shared his meaning of success, “*My success is having more life experiences, which is derived mainly from travelling, meeting new people in new environment or new places.*”

Those results are well-defined on the key drivers among these persons. *Personal motivation and personal values are powerful factors* in their current lives. An individual person would definitely have personal motivation either towards his family, life experience, or interest society. These are significant drivers to their lives, how would they think, and how would they do.



## 4.2 Good Times Journal Exercise

Good Times Journal exercise originally was aimed to use as a tool to encourage people to review and reflect any activities that could give them enjoyment. To define which activity would derive them towards the most enjoyment, we asked them to raise any activity that is concerned with both Work and Life. Furthermore, they could give a rate of engagement and energy. The scale in is simply lookalike car mileage which is rated in between 1 to 7 (Minimum to Full scale).

**Table 4.3 Feedback from the Interviews, Exercise 2 Good Times Journal**

Good Time Journal Exercise			
Exercise II: Good Times Journal		Person E: Female aged 36-39 yr, Single, Senior manager Key Account manager	
Section I: Write down one activity that you think of feeling of enjoyment		Section II: Mark you were by the particular activity.	
No.	Activity	Engagement	Energy
1	lead team to complete assignment from management by teaching and working together	5	5
2	Spend time with whole family simply just dinner and small party	5	5
3	Having private time to think back each day what I did good and how to make it better	5	5
Exercise II: Good Times Journal		Person N: Male aged 36-39 yr, Married, Senior management Regional Sales Manager	
Section I: Write down one activity that you think of feeling of enjoyment		Section II: Mark you were by the particular activity.	
No.	Activity	Engagement	Energy
1 (Work)	When I follow up tracking landing weekly sales report I can manage in Sales team	5	5
2 (Life)	I spend time with family at home and even in vacation	5	5
Exercise II: Good Times Journal		Person A: Male aged 30-35 yr, Single, Senior management Trade Marketing Manager	
Section I: Write down one activity that you think of feeling of enjoyment		Section II: Mark you were by the particular activity.	
No.	Activity	Engagement	Energy
1	Traveling to new places / Meeting new environment	5	5
2	Accomplished career assignment or project	5	5
3	Bounce ideas or thoughts with successful people	5	5
Exercise II: Good Times Journal		Person W: Male aged 30-35 yr, Married, Senior management Business owner	
Section I: Write down one activity that you think of feeling of enjoyment		Section II: Mark you were by the particular activity.	
No.	Activity	Engagement	Energy
1 (Work)	Dealing, talking to people. And, calculate revenue, profit of my business as I'm owner"	7	7
2 (Life)	"My family also drives me energy, get higher energy when think of them"	7	7

Most of the given activity results are directly related to their current successful Lifeview and/or Workview.

Person W raised a few activities with high level of Engagement and Energy "Meeting with people for my business, and also, forecasting sales and profit for my business". For Lifeview, "When I think of my family, they always drive me with full of passion, engagement and energy". He rated both activities with full score engagement and energy. This simply align with his recent success that he shared with us. He recently had more business connections in Cambodia - "I have built more business connections,

*more co-operations in the overseas. I myself think that I have more analytical skills. When it comes to business, I become more like... be able to foresee things and figure it out easily, in capturing those opportunities faster than the past.”*

Person N's result had a similar direction as Person W's. There is a common thing among two of them. They both are married male and are much more concerned on responsibilities at Workview, as well as on their own family leaders. Both of them stated Good Times Journal activities related work. For example, number of sales, number of profits. These terms significantly impact to their work performance and directly derive to financial payment to their families. Moreover, their Lifeview activities even closely look alike caring for family.

On the other hand, Person A addressed the first activity which was his personal intrinsic value. He stated *“My personal leisure time”* that himself could do a self- reflection through direct- experience, *“Traveling to new places/embracing new environment”*. His second listed activity was related to Workview *“Accomplished career assignment or project”*, *“Any exhibitions that I participated even though that event is unrelated to my routine job, I can create opportunities to learn new things”*. Lastly, *“Bounce ideas and thoughts with successful people”* is another way that he can develop himself from human interaction, to improve his soft skills. Person A pays more attention to learn new things.

These statements (Person A) obviously get aligned to his definition of success as he earlier named to it *“to expose life experience”*. His life plan and the HWPL exercise results which he placed *“Play”* to first rank from HWPL exercise which is related as well.

For Person E, first was leading her team to complete assignments. Furthermore, as she was newly promoted as a Senior Manager. Besides, one success story of her was coaching her subordinates to get a promotion as well last year. She mentioned that her point of success was to improve herself to be able to coach and lead other team mates. While having a discussion, she gave the impression to be perfectionist and goal-oriented mostly on Workview. As part of Lifeview, being in a pleasing moment with her family as much as possible.

The results of exercises 1 and 2 (HWPL and Good Times Journal exercise). All of the result descriptions and ratings are noticeably relevant to their individual



personal interests, values, passion, personal motivation and current position in work and life. More importantly, those activities are directly related to their definition of success and/or to their recent success stories in particular case as to be discussed in In-depth interview results.

### **4.3 In- Depth Interviews**

During the in-depth interview, open-ended questions were used to do a probing technique in order to get answers of the study in line with the problem statement ***“How could they plan and reach to the success in their lives?”***. All of the questions were intentionally asked to share their personal stories. Researcher convinced them telling their plans, thoughts, way of thinking, way of living and any other relevant things freely. In order to easily analyze the responses, the questions and answers are grouped into 3 following aspects.

- 1) Life planning, Setting life goals
- 2) Powerful success factor(s) driving them at present
- 3) How could they get through the difficult times

#### **4.3.1 Life Planning, Setting Life Goal**

##### **Question 1: What is your definition of success?**

The first question to all interviewees was to differentiate their thoughts in the definition of “Success”. All of the respondents have such unique perspectives towards having a successful life. These interviewees differently define their successful life based on *personal status, social respect and acceptance and personal interest such as self-improvement.*

**Table 4.4 Feedback from the Interviews, “What is your definition of success?”**

What is your definition of success?			
Female 36- 39 yr. Single Senior manager Key Account manager	<b>Person E:</b> <ul style="list-style-type: none"> <li>• “Successful in work life”</li> <li>• “work achievement once line manager perceive my contribution”</li> </ul>	<b>Person N:</b> <ul style="list-style-type: none"> <li>• “Being employed in a good career opportunity and have quality time spending with family”</li> </ul>	Male 36- 39 yr. Married Senior management Regional Sales Manager
Male 30- 35 yr. Single Senior management Trade Marketing- Manager	<b>Person A:</b> <ul style="list-style-type: none"> <li>• “Having more life experience”</li> <li>• “Success is consisted of basic foundations in my life; good work, good society, and good friends”</li> </ul>	<b>Person W:</b> <ul style="list-style-type: none"> <li>• “My family have a well-being lives”</li> <li>• “To have more business connections, great cooperation, meeting new people, get learning things.”</li> </ul>	Male Married 30- 35 yr. Senior management Business owner

### **Question 2: How do you plan your life goal? How do you track the progress?**

All of them mentioned that they have *no* clear ultimate long-term life goal except Person N. The person openly shared that he literally has planned a career growth to a top management position, National Sales Manager. The career position is in charge of overall Sales team performance. In contrast, Person A only described that his long-term personal goal is just a simply living in concept of “*Be well-being and stable in financial terms, family life and work.*”

Nevertheless, every interviewee immediately responded that they all have at least one short-term life goal ranging between 1 to 3 years. Person W stated that “*I have always reset to new plans every few years.*”

Only 1 person (Person E) out of 4 persons, writes down her life plan. She gave a credit to company that taught her to actually sit and review on work performance. So, she applies this technique in both Work and Life goal as well. The rest of the interviewees mainly **visualize their goals in mind**. Particularly on Person W and A, who emphasized that they really have a list of goal in mind. Those plans included a daily to-do list, personal task list, and working plan. Person W mentioned that only few details such as contact of a person will be written down.

They all usually do a regular life progress review either in *formal or informal ways*. There is an interesting way of planning shared by Person A. He often reviews life progress (either in the aspects of Work and Life plans) as “*an automatically*

*pop-up in my mind while I'm mostly in a peace of mind".* While, Person W said about his goal visualizing, *"It has been drawn in my head just like a smaller intermediate goal dot."* Achieving the set of goal is simply like collecting those small dots which will be combined, eventually achieving into a big goal in one day.

**Table 4.5 Feedback from the Interviews, "How do you plan your life goal? And How do you track the progress?"**

How do you plan your life goal? How do you track the progress?			
Female 36- 39 yr. Single Senior manager Key Account manager	<b>Person E:</b> <ul style="list-style-type: none"> <li>• "I usually plan 1-2yrs in formal format as my company request us to do"</li> <li>• "I just started thinking about my next 5 years life"</li> <li>• "So I save some money with a plan to resign and start my own business in up-country"</li> <li>• <b>"I'd like to own something myself."</b></li> </ul>	<b>Person N:</b> <ul style="list-style-type: none"> <li>• "I do plan every 3yrs and do review informal"</li> <li>• "I'm currently what I planned"</li> <li>• "I wish I could be my line manager National Sales Manager in next 10yr"</li> <li>• "I usually keep tracking my work performance regularly, like after promoted on 1<sup>st</sup> month, what I still underperformed"</li> <li>• <b>"I'm kind of new to this position, so still need to keep it up, catching up them, get improved myself faster"</b></li> </ul>	Male 36- 39 yr. Married Senior management Regional Sales Manager
Male 30- 35 yr. Single Senior management Trade Marketing- Manager	<b>Person A:</b> <ul style="list-style-type: none"> <li>• "No ultimate long term goal"</li> <li>• "Well- being, stability in finance, family and work"</li> <li>• Have short term plan 1- 2yr               <ul style="list-style-type: none"> <li>• (Work) to change workplace, aiming to upgrade payment</li> <li>• (Play) Travelling, vacation trip</li> <li>• (Health) Run 60 km in monthly</li> </ul> </li> <li>• "No written goal, but in mind"</li> <li>• Review <b>"thoughts pop- up like interim when free mind, taking shower or driving"</b></li> <li>• "I'd do as current company employee, keep developing to upper management level"</li> </ul>	<b>Person W:</b> <ul style="list-style-type: none"> <li>• "No long term goal"</li> <li>• "Short term goal 1- 2yr"</li> <li>• "Have many goal dots 1, 1.1, 1.2 connecting each other"</li> <li>• "I'd like to own 5-6 businesses"</li> <li>• "I do plan (reset) every year"</li> <li>• "No written, but always keeps the visual goal in mind"</li> <li>• <b>"My intention is to find and have many business connections as many as possible, my attention was to get into those group of people."</b></li> </ul>	Male 30- 35 yr. Married Senior management Business owner

**Question 3: How have your plan been adjusted alongside your life path? (turning point to the current life)**

Back in the past, *all of them* had a type of draft plan drawn from their life path from past to present as well as in the future. Those are in various types of clarity. Some of those plans have directed them into present. Common things among them is every single interview admitted that their plans had been adjusted all along and only depends on how much they have adjusted.

There are two interviewees who currently are at present exactly how they had planned before (Person W, N). While the other two person's (Person A and E's) lives have experience the adjustment much more so far. However, all of them are satisfied with their present and seem that they can't wait for the planned future to happen for real.

Based on the Person E's story, her personality of being a curious person and knowing herself (self-awareness) actually drove her life adjustment all along the way in the meaning of a better way. After she realized that working in Finance is not what a work-life balance she was looking for. She decided to resign and give a try taking a Master Degree in Marketing. Working in the field of analysis and planning for marketing. Another key turning point took place when she wondered (against her curiosity) trying to execute Marketing plan "*Why some marketing plan could not really be executed in Sales team*". This led her to jump out requesting to move joining Sales team until now, for six years. That's her personality of being open-minded, self-awareness and self-confident. Because her curiosity or "What-if"? she can really do something out of the box, out of the routing path.

Person N stated with a strong self-confidence, "*I thought myself that I should have various experiences (both Modern and Traditional trade), in order to grow on this career path. Likewise, I designed my own career!*". It had been at that position for more than eight years without rotating to any department. Person N started to seek way to step up in career path. He told that as a family leader, **the family would need his support and take care of them well**. His turning point obviously be his family.

There's a story of Person A which is clearly an example of the adjustment. His plan was significantly changed when he resigned from his job from being an auditor and decided to study Master Degree in the US, with a simple reason just to gain more knowledge and experience. The key take away from Person A is to be **open-minded**. He strongly mentioned that new perspective of his life had started from there. His plan was changed into working in the management team. "*Once I knew that I didn't really want to work in auditing, I looked for that type of experience as much as I could, in Trade management. I did really open my mind to learn new things.*" "*Then, I've received a chance to join the Management team program.*"

Person W immediately responded, “*My small goals are always been adjusted, alongside with the long terms ones, however with less matching.*” “*Everything has planned as before.*” Person W strongly insisted that everything and in every situation in his life was well-planned before those come up to this point. The core objective of his adjustment was “**To survive** (in terms of financial support to family’s well-being)”. This interview also clarifies that he had such **high self-control and self-awareness**. “*I decided to study the market’s situation, I went to Cambodia by my own, and searched for people I could have asked and joined that particular group*”. “*Yes, it’s my intention to get into that community on purpose*”.

**Table 4.6 Feedback from the Interviews, “How have your plan been adjusted along the life path?” (turning point to the current life)**

*How have your plan been adjusted along the life path?  
(turning point to the current life)*

Female 36- 39 yr. Married Senior manager Key Account manager	<b>Person E:</b> <ul style="list-style-type: none"> <li>• “graduated in Finance, worked in a bank, don’t like much”</li> <li>• “decided studying MBA in marketing” “work in trade analyst”</li> <li>• “<i>I was wonder why cannot we executed some marketing plan, I asked to move to Sales team</i>”</li> </ul>	<b>Person N:</b> <ul style="list-style-type: none"> <li>• “I wanted to have more experience in Traditional trade” “to expand more knowledge and experience”</li> <li>• “I also been given opportunity”</li> <li>• “<i>So, I build my own life path</i>”</li> <li>• “<i>require more knowledge and experience both MT, TT</i>”</li> </ul>	Male 36- 39 yr. Married Senior management Regional Sales Manager
Male 30- 35 yr. Single Senior management Trade Marketing- Manager	<b>Person A:</b> <ul style="list-style-type: none"> <li>• “Yes, of course been adjusted”</li> <li>• “Turning point was after taken MBA in US, that changed my thought of life path from being auditor into management”</li> <li>• “So, I looked for many experiences as much as I could. I did open- minded”</li> </ul>	<b>Person W:</b> <ul style="list-style-type: none"> <li>• “Sometimes I have to find a side track”</li> <li>• “the set path is always adjusted along the way, mostly due to external uncontrollable factors”</li> </ul>	Male 30- 35 yr. Married Senior management Business owner

#### 4.3.2 Powerful success factor(s) driven them to the present

**Question 4: What is/are powerful success factor(s) drive you to a successful life (at present)?**

The respondents have shared plenty of success drivers which are very clustered. The list below is separated into internal and external factors. Those are motivations, personalities, positive mindsets, personal skill. Moreover, partial factors are from a great collaboration or support from people in society or even supernatural things.



### Internal Factors

- Self-confidence
- Positive thinking
- Interpersonal skill
- High commitment to assigned task
- Empathy
- Self-awareness
- Self-motivation
- Passion
- Proactive action

### External Factors

- Good raise from family
- Support from family and friends
- Collaboration from business partner, business connections
- External/uncontrollable forces (i.e. Destiny, Luck)

Person E explained that making a **good relationship and having a good interpersonal skill** with people are one of the first powerful factors. Besides, a strong passion to her work drives her towards a high commitment. From her statement, there's a feeling of persistency and full of intention to dedicate on whatever the assigned task is. *"I think, having a clear passion to work on something drive me happy and never give up on that."*

Person N emphasized on having a **good interpersonal skill or good relationship with people**. *"Firstly, I give it to People thing (interpersonal skill)."* *"Also, putting myself into other's shoes."* The statement, in his meaning to both his line manager who he directly reports to and his subordinates. He, furthermore, explained in details that it's needed to understand what people's goals are and how could he support them. Therefore, Person N would definitely work to deliver those commitments. Most importantly empathy is another key factor for him. *"As we always work with many people."* This empathy is same factor that was mentioned by Person E.



Person A's thought was that those factors could derive from two sources; *internal and external* sources. He admitted that *"Firstly I quite admitted that I have a high self- confidence, in the meaning that I have to try and learn everything by myself. Even I know that that's the wrong thing but I give it a try to experience myself anyway. So, I learn and know."* For external factors, he gave credit and gratitude to his surrounding people. *"I think I am lucky that I was born in a good family, being around in good friends, and meeting those good people."* From the statements he seemed being a humble person with a slight belief in external/uncontrollable factors.

Person W shared that his thoughts about success factors drive his success would be who himself for 60% and another 40% was from a great business partner, when deeply was ask on the combinations factors. He raised his self-motivation such as willingness to know people, and to learn new business. These things make him improve and could do a great and success in his business eventually. *"My partner, we just like a perfect couple. Like for example, when I get angry about something, he would know immediately and try to make me calm down. We both know and support each other very well."* Moreover, he ended with a believe in external/uncontrollable factors. *"I do believe that everything is drawn for me before, I was meant to bear in this family where have been doing commercial things. So, I have learned all along since I was a child. Like it was in the blood, and in which was naturally surrounded by."*

**Table 4.7 Feedback from the Interviews, "What is/ are powerful success factor(s) drove you towards a successful life (now)?"**

What is/ are powerful success factor(s) driven you a successful life (now)?

Female 36- 39 yr. Single Senior manager Key Account manager	<b>Person E:</b> <ul style="list-style-type: none"> <li>• "Do by myself" (Confident)</li> <li>• "Passion"</li> <li>• "Perfectionist"</li> <li>• "Positive thinking"</li> <li>• "High commitment"</li> <li>• "Never give up"</li> <li>• "Empathy", "Interpersonal skill"</li> </ul>	<b>Person N:</b> <ul style="list-style-type: none"> <li>• "Positive thinking"</li> <li>• "Collaborative"</li> <li>• "Proactive on any action"</li> <li>• "Focus on the goal"</li> <li>• "High commitment"</li> <li>• "Interpersonal skill"***</li> <li>• "Empathy"</li> </ul>	Male 36- 39 yr. Married Senior management Regional Sales Manager
Male 30- 35 yr. Single Senior management Trade Marketing- Manager	<b>Person A:</b> <ul style="list-style-type: none"> <li>• <b>Internal</b> <ul style="list-style-type: none"> <li>• "Self- confidence to learn things by myself"</li> </ul> </li> <li>• <b>External</b> <ul style="list-style-type: none"> <li>• "Good family, friends"</li> <li>• "lucky, met good people" (humble, supernaturality)</li> </ul> </li> </ul>	<b>Person W:</b> <ul style="list-style-type: none"> <li>• "Myself 60%, partner 40%" <ul style="list-style-type: none"> <li>→ Self- motivation,</li> <li>→ Self- awareness</li> </ul> </li> <li>• "Raise from family"</li> <li>• "Business partner &amp; Friends"</li> <li>• "External/uncontrollable (destiny, luck)"</li> </ul>	Male 30- 35 yr. Married Senior management Business owner

### 4.3.3 How could they get through the difficult times

#### Question 5: How could you get through those difficult times?

There are lists of several motivations and thoughts that helped them get through difficult times. These are very interesting and practical motivations and thoughts for this study.

- Keep focusing on personal long-term life goals (common mindset among the interviewees)
- Feeling of being grateful
- Being open-minded
- Positive thinking
- Empathy
- Good interpersonal skill

First *all of, they commonly keep focusing on their personal life goals*. Those could individually relate to their goals such as family's well-being, life experience as well as for career growth. Besides, feeling of grateful to become at the present point is a rare thought that significantly push an interviewee (Person A). Being an open-minded person with positive thinking also helped them to see things as a challenge, and opportunity to learn those difficulties situations. In addition, having an empathy and a good interpersonal skill are also keys to help while working with other people.

Person A shared an idea which is rare and people have hardly talked about it. His feeling of **appreciation, and thankfulness** given him to the point of being in present success. More important thing is his amazing thought of **positively releasing himself and pretending to be another person**, an outsider. When he faced any tough times, he would pretend to be an outsider who looks at himself as Person A. The feeling would totally in positive thinking of appreciate of living, being proud and admire himself. Because he played a well-managed role and at least has a good living. He stated that at least he still being employed, being paid, having a good family (parents, siblings) and friends. These are all the feelings that drive his appreciation and push him through those difficult times. *“The change of management team in the company I work for does really impact to the change of tasks and requirements (external factors) which of course have directly impact on me”*. *“There are two key drivers for me. Firstly, I passionately focus on my long-term goal, that I have to get through all those things for it. Secondly,*

*I usually pretend to look what If I were another person. I have been given such a great opportunity so far at this point. These all drive me to continue working and move on.”*

Person E mentioned that she mainly applies **EQ** (Emotional quotient), **interpersonal skill**, showing **empathy and keep focusing on the goal**. She shared similar thoughts as Person A that keep focusing on her long term goal. Moreover, she has very high empathy to many related stakeholders which literally have grown from being positive thinker. *“I try to understand and find a way to compromise with the customer.” “I find out that all of us just work for living and take our own responsibilities. So, we all just make it the best we can.”*

Person N reflected one of his personalities of **being a positive thinker**. This is an important key driver helped him get through. His positive thinking always raises him to open his mind learning those difficult things. *“At the beginning, I was promoted to this position, it was totally a new thing needed to learn which was very difficult. But in a good way, I was it as a great challenge that made me keep actively speed up for self-improvement. As I was new to this kind of business.” “It takes time and I was really overwhelmed for a while.”*

Person W shared his personal powerful driver. His family’s financial debt and well-being are the effective drivers to him, which is his **ultimate personal goal**. *“Of course, the family’s debt that would need to be taken care of.”* His self-motivation seems to be tightly correlated to family’s well-being in of his actions.

**Table 4.8 Feedback from the Interviews, “How could you get through those difficult times?”**

How could you get through those difficult times?			
Female 36- 39 yr. Single Senior manager Key Account manager	<b>Person E:</b> <ul style="list-style-type: none"> <li>• “I do focus and apply using EQ”</li> <li>• “Look for other point of view, I would ask for advice”</li> <li>• “Try to understand and find the new way just to make it happen”</li> <li>• “take both EQ, IQ and to define that person type before approach to them”</li> </ul>	<b>Person N:</b> <ul style="list-style-type: none"> <li>• “I think I’m a positive person”</li> <li>• “I look for opportunities”</li> <li>• “Always be open- minded to learn new things”</li> <li>• “It takes time and I was overwhelmed a while”</li> </ul>	Male 36- 39 yr. Married Senior management Regional Sales Manager
Male 30- 35 yr. Single Senior management Trade Marketing- Manager	<b>Person A:</b> <ul style="list-style-type: none"> <li>• “Keep focusing and work on the goal”</li> <li>• “I would look in other point of view out of myself” “Find positive things that I’m still in well managed, given this opportunity”</li> <li>• “Always aware of both positive and negative impacts”</li> </ul>	<b>Person W:</b> <ul style="list-style-type: none"> <li>• “My family well- being”</li> <li>• “The family’s debt that would need to be taken care of”</li> </ul>	Male 30- 35 yr. Married Senior management Business owner

**Question 6: Do you think, there is a correlation between success and happiness?**

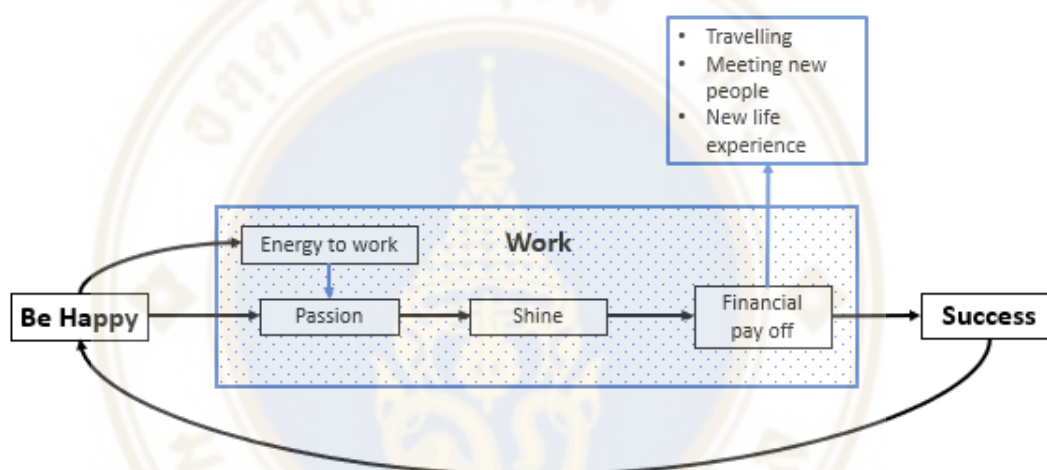
Refer to the literature review section. Success and happiness, in any forms of life, both are generally meant to be the ultimate life goals for human being. So, seeking the interviewees’ opinions proving this statement which is very useful to learn their perspectives. From an overall perspective, all respondents have mentioned **success related to working or career related lifestyle**. While **being happy is directly related to individual value and/or interest**. Those are significantly different and related to their personal objectives such as being wealthy and affordable to family (These are common value for two married respondents), seeking for life experience, learning new things.

Moreover, the interviewers reflected that ‘**Not every successful story has consisted of happiness. In contrast, every happy life has experienced at least one success story.**’ Either the success was from working, family, personal health, or be able to support their beloved families (in terms of finance and/or spending time with).

Person A, stated interestingly that regarding to his personal definition of success and his happiness are delivered from his travelling, exposing new life

experiences. He clarified that firstly “I would “love” what I do work that gave me happiness. Then, I would definitely have passion on the particular work. That would automatically push me to “Shine” on this career and this would finally “pay off” by supporting him in financial terms. The financial payment would later deliver me personal definition foundation of success (Good work, Good society, and Good friends). Those are included of travelling, have a chance meeting new people, in new places to gain more life experiences respectively. After the end of travelling, I’d then... be fully charged with full of energy to get back working and moving on the regular life again”.

(below diagram)



**Figure 4.1** Feedback from Person A on question “Do you think there is a correlation between success and happiness?”

Person N shared his opinion that **success and happiness should come along together**. As he is a family leader, as an employee. “Those things should come together. But, it depends on which is more weighted in percentage. Because, for me, my success directly comes from my work that I can contribute and support (financially) my family. If I succeed, my family surely would be happy.” “Compared to the last eight years, I changed my mindset to make it more balanced between work and spending time with family. So, I’m happier these days!”. This directly related to his ultimate plan that is having a work-life balance at work and spending time with family.

Person W agreed that success and happiness could have built along together. He also shared such a positive thinking. Both **success and happiness are needed to**



**collect in everyday life.** In terms of success he mentioned earlier that to succeed the intermediate goal, he'd just need to achieve smaller goals, more likely to connect dot by dot, similar to collecting happiness. He does collect happiness in everyone, from anywhere family, meeting new people for business or friends. A good lesson learned from here is that *we should not wait until the last ultimate goal is achieved to be happy.* It might be too late.

Person E, told a useful story which prove that being *successful at work does not always mean that the person would always be happy.* A successful working life does not always lead a life to happiness. The happiness is more important and last long in a long living. For Person E, in her meaning to be happy is experiencing to learn various type of new things. There's a period of her successful and happy life once she worked for a big retail company. She was always been thinking of giving a better credibility and being an expertise to be useful for the career growth. On the other hand, surprisingly, this experience has oppositely blocked her with a huge barrier of self-illusion and eagerness. *"Those things really eat up my life by darkness of eager."* *"When I really did release it, recently, it makes me realize that there're plenty of things to learn. That was only a step of learning a new thing. I even feel happier today."*

#### **Question 6: "What makes you want to wake up in the morning?"**

Moreover, final question has been asked *"What makes you want to wake up in the morning?"*. This question is initially attempted to seek for any reason for their livings. Regarding to the theory of Ikigai. In order to live happily, we all should find and make our own happiness; therefore, we would find our *Reason to live.*

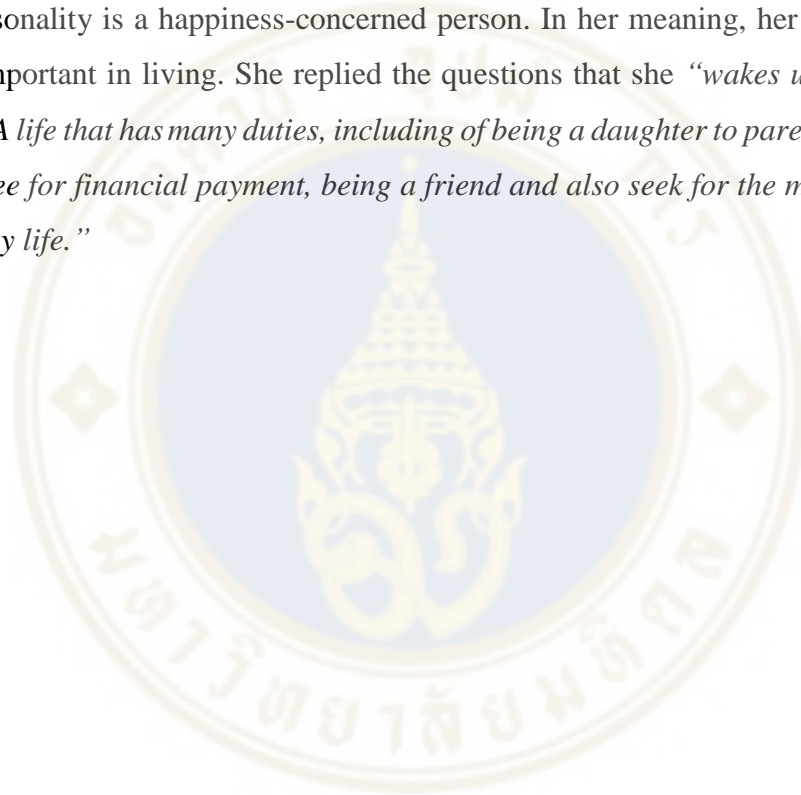
All of the responds' answers were related to their life responsibility in both work and life views. Married people, they obviously focus more on family. While, single person has a mixed list of personal values, life goal, family (parents), those are their wake up calls.

A respond from Person A was incredibly and invaluable amazing for this study. He looked surprised and took a few seconds to identify the answer. Afterwards, he firstly stated that *"My To-Do list"* (personal responsibility in both work and personal). *"I'm being aware of my To-Do list every morning unconsciously even*

*before I really open my eyes. It actually just like only a scramble plan, blurred one even it's not that nice plan. But, ... I really get idea what the list roughly consisted."*

Different to Person N and W, who both had replied a similar perspective. This should probably because of their marital status. They both shown a high concern on family's responsibilities. Person W described his wake up reason is a responsibility both parts of family and business ownership. *"I have responsibilities to take care either family and the company. They wait for me."*

Person E even further differentiated in explanation. She has told earlier that her personality is a happiness-concerned person. In her meaning, her happiness is the most important in living. She replied the questions that she *"wakes up to live a good life."* *"A life that has many duties, including of being a daughter to parents, a company's employee for financial payment, being a friend and also seek for the most happiness in everyday life."*



## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Conclusion

According to the in-depth interviews. Each of the respondents has shared their invaluable success stories. Some of those stories have similarities while some of them are not aligned with the literature papers. The open-ended questions have been successfully used to prob this study into a very specific personal story, which are useful and beneficial.

##### 5.1.1 Related to literature review

5.1.1.1 Five Initial required mindsets (Refer to book named Designing Your Life.) (Burnett & Evans, 2016)

5.1.1.2 Positive attitudes (Refer to book named Ten Attitudinal Qualities Of Winning.) (Waitley, 1979)

5.1.1.3 Theory of Ikigai (Refer to book named The Little Book Of Ikigai) (Mogi, 2018)

##### 5.1.1.1 Five Initial Required Mindsets

###### 1. Curiosity

All of them are willing to know and explore more either in particular interest of knowledge, or life experience, for example, upon their personal interests.

Person W, always seek for new connections which he'd turn them into his business opportunities. Those connections usually come in form of meeting new people. *“Everyone I meet, they could be my customers, suppliers, buyers in the future.”*

Person A, he clearly shared that his ultimate goal as he quoted “*to expose my life experience*”.

Person N is willing to learn new things even foresee slight difficulties ahead but he felt confident that this would definitely worth taking the risk and for life growth. He was willing to expand learning from Modern Trade sales into Traditional Trade. “*I just build my own career*”.

Researcher could feel their intense passion towards their ultimate life goal. Even some of them had said that they do not have serious life goals. But, from what the interviewers mention in their interviews, such as Person A mentioned about his curiosity with emotions when discussing about ranking his Play (HWPL dashboard) into the first place. He meant the Play as “*expose his life in new things, I love to seek for new life experiences*”. Similar to Person W, who always seek for new businesses to take care of his family and to fulfillment his passion.

## 2. Bias to action

All of the respondents focus on planning goals. Difference is on how clear these goals are. Different level from a blur, clearer and high level of specify clear life goal for personal and family. Everyone takes action seriously. For example, Person N tends to make a balance between work and spend time with family.

## 3. Reframing

In regards to the Designing Your Life, in order to do a reframing would require two factors, Engagement and Energy. These scoring of the two factors would measure whether an activity is fit to their desires or not. Similar to Person A who have found his present from measuring level of Engagement and Energy toward finding his change of career life.

## 4. Awareness

All of these sample interviewees were aware of themselves what they would like to do/ to be. So, they changed the life path to even at a riskier pace. All of them, regularly spent time to review the progress of life. No matter what the tools are. They are literally aware their lives gauge.

## 5. Radical collaboration

Many interviewees mentioned that they had received great support from their surrounding people. Those people include their family, friends,

parents, business partners or co-workers. Some interviewee gave credit to the business partner highly up to 40% who drove them to this success today.

Person A referred that he has no life coach, rather than that he normally consults with his friends *“I talk to whom I can trust and I can listen their feedbacks that is my reflection in another point of view.”*

On the other hand, Person W stated that he usually talks, discusses and asks for some suggestions from his business partner. *“My partner who actually become a best friend at the same time. He does a coaching who sometimes does not need any verbal explanation.”*

#### 5.1.1.2 Positive Attitudes

The positive attitudes that raised in their story telling, could be referred to a literature paper **“Ten Attitudinal Qualities Of Winning”**. Those referred attitudes are such as positive in *Self-Awareness, Self-Control and Self-Esteem (Self-Confidence)*. In terms of actions had been executed in particular way of living, and behaviors.

#### ➤ Self-Awareness

They all find out and know what they want to do and to be. This looks to be a compulsory. No matter how would it be just a scramble picture in your mind, a blurred picture in the morning. Identify and know yourself what you want your life to be. But most of them know by themselves on the goal (no matter short or long term) and its significance. They know what and they should be the one who do to reach out to that and make it happen for real.

This also matched with the literature review collected from the *Designing Your Life* (Burnett & Evans, 2016), in the reframing process of Starting from where you are and building your own compass. This could simply lead by asking ourselves.

***“Who are you?”***

***What do you believe in?***

***What are you doing?”***

Person A strongly raised a good example of knowing himself and following by going for it. Refer to the significant turning point changing life plan



from being an auditor to lead a Trade Management team. *“Once I knew that I didn’t really want to work in auditing, but in Trade Management. I looked for that type of experience as much as I could. I did open myself learning many things.”* He immediately decided to search and look for things that could have helped him achieve that desired point (trade management team) *“Then, I received a chance to join a Management team program.”*

Person W knew himself once graduated from Business school that his desired future would definitely be what he like to be doing for living. He started to work on it. Starting by searching for the existing society, the group of people to ask for how they have been doing those particular business (in Cambodia).

#### ➤ **Self-Esteem (Self-Confidence)**

There are many implications on believing in themselves, self-esteem and self-confident in each story shared. To aim and accomplish anything particularly on Work view. All respondents replied with feeling of capability with confidence to make it happen.

Person N, once mentioned that his significant turning out to open-minded learning was a total new business context (Traditional Trade).

Person W, who really do trust and believe in himself working as an entrepreneur. Even these stories, they realized that there was a risk if they have made the decision but they still believe in themselves to step on it.

#### 5.1.1.3 Theory Of Ikigai

Theory of Ikigai had been mentioned in terms of finding their happiness in life. Person W shared that there is a positive correlation between success and happiness. He mentioned that he actually finds happiness in every day and every time he has a meeting with new people for business connections. *“I do just collect happiness in every day.”* *“I will not wait for my last achievement to be happy.”* This is exactly the key concept of happiness by Ikigai (The Japanese secret to a long and happy life) called “The joy of little things”.

#### ➤ **Releasing Yourself**

Similar to Person E, her shared story has a correlation from the aspects of “Releasing yourself” (2<sup>nd</sup> pillar of Ikigai). Her experience recently taught her

to let go of her illusion or her ego. After she had worked and hold this eager tightly. The eager has blocked her away from learning other new experiences. This particular situation had finally been a significant barrier blocking her from an opportunity of career growth. *“When I really did release it, recently, it made me realize that there’re plenty of things to learn”*

#### ➤ **Joy Of Little Things**

Many interviewees shared that they could literally found happiness in life from small things. Even they had corporate in many enormous activities. They had shared that happiness would eventually be found in those little things in everyday life.

Person W raised a good recommendation in living that *“I’d find happiness in everyday life such as I stay at home with my children, meeting new people in business talks. Or even I spoke to a successful business people.”*

Person E shared her invaluable experience that after she found her present work. She had balanced between work and personal life, which made her happy at present. The reason is because she has time spent herself to focus on her health and well-being such as working out rather than work at office in late night almost all weekday.

#### ➤ **Being In The Here And Now**

This is related to finding happiness in any section of reason for living. As many interviewees agreed that success and happiness are correlated in some directions. Some interviewees raised that working in what we do satisfy in would bring us happiness. Since, work life directly influence personal life satisfaction.

Person N explained the reason he ranked Love as the 1<sup>st</sup> importance in his current life. Even he seriously focuses on work, *“Do the work that you are happy to do, then that work pays off big.”* The work definitely drives you find value in yourself, your well-being, success in family and driving to the ultimate goal at last.

Person W mentioned that *“I always protect myself from being unhappy, I’d step back once I feel that the job does not provide what I would like to do.”*

## 5.1.2 Not Related To Literature Review

In addition, according to the in-depth interview. There is a list of other way of thoughts, mindsets that are out of the referral literature review. These interesting mindsets, personalities and characteristics are as followed.

### 5.1.2.1 Life Planning, Setting Life Goal

#### ➤ **Planning in mind**

This type of visual life planning was surprisingly mentioned coincidentally by many interviewees including of Person A, W and N (all male interviewees). They shared way of setting life plan without any written commitment.

Person W stated that he usually realizes mind planning. This in the meaning that he is aware of his plan in a well visualized, *“I know what should I do and what I really plan. It is like a visualization of a flow chart”*.

#### ➤ **Keep focusing on the life goal (Being into the plan both consciously and unconsciously)**

This technique has been shared by Person A. Actually, he also does not know how could this happen for real or where this caused by. The might be set without intention into his subconscious mind. Therefore, his daily *To-Do list* is to regularly wake him up in the morning even before he consciously gets up from bed.

### 5.1.2.2 Powerful success factor(s) driven them to the present

#### ➤ **Family, Friend, Business partner (Social, Community)**

Two interviewees have shown his gratitude giving a credit of current successful lives to their family. One of them said humbly that in part of external factor driven him towards today's success was from his *good society* that he has been surrounding by inclusive of his family, friends and had a chance to meet good people.

Person A stated that *“I think I am lucky that I was born in a good family, being surrounded by good friends, and meeting those good people.”*

Furthermore, Person W stated that to his current successful life that there are many people helped him been through those are family and business partner as well. Person W mentioned that business partner has driven his success significantly to 40%. In terms of family, he said that his family have impacted to his current life as he has learnt a lot how the family do business. *“My family have been*

*involved in commercials. So, I have learned all along since I was a child. As if it was in the blood, and where I was naturally surrounded by.”*

➤ **External/ Uncontrollable factors (Destiny, Luck)**

There is an interviewee who believed that his life was drawn into this. Person W spoke with a strongly sound confidence showing his believe quoting *“I do believe that everything is drawn for me before, I was meant to born in this family where I have been doing commercial things.”*

5.1.2.3 How could they get through the difficult time

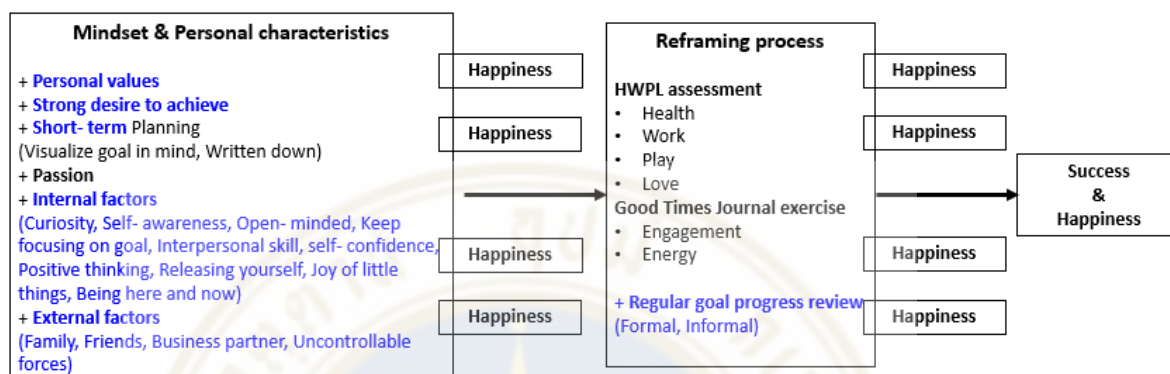
➤ **Feeling of being grateful, thankful**

This is an interesting thought. The perception of appreciation and thankfulness in a given current condition. The particular interviewee (Person A) shared his thought that when he felt down or disappointed in some way. He’d pretend himself to be an outsider who has a lower life status than himself. Then, he’d look into his current life. This feeling would always give him an appreciation the value of life.

Person A stated that *“There are a lot of people have been laid off while I still kind of well-managed in my life.”*

In conclusion, after the researcher has studied many literature review and has been executed many research techniques. The interview results have been deeply analyzed. Eventually in order to answer the problem statement ***“How do successful people plan and achieve their personal life goals?”*** ***There are many significant key success factors that impact to a successful life.*** The research framework could be arranged into a proper flow as depicted in the below table.

*There are many mindsets, and personalities which are differently applied depending on the definition of success. Adding a regular review of goal progress could be added on Reframing process. Most importantly, these group of study respondents usually seek happiness in everyday lives rather than waiting for the last success achievement.*



**Figure 5.1 Updated research framework of this study**

### 1. Depends on how you define success

There is a positive relationship between marital status and definition of success. For married people, any family-concerned is directly related to their success such as family's well-being, financial support and spending time with family. While single people mean to pursuing their personal interest, self-improvement either in personal life or at work.

Besides, everyone has their unique definition of being successful. Those are unique in personal values and name it as a personal life goal. Few successful person define success as be able to expose life experience, and learn new things. Few defines it as family-orientation, or even self-improvement in career or personal health.

One important common thing is every respondent clearly knows their reason of living. Or what they would live for. They so do focus on it, and always seek for solutions achieving it.

### 2. How to plan and pursuit the plan

Short term plan (such as 1-3 years plan) is significantly required to succeed. Regarding tot the interviews, every respondent has a very clear short-term plan. In contrast, not everyone would have known their long-term plan. Having a plan is simply



determined by the desire of achievement. Therefore, setting a plan is similar to having a reason to live in daily.

In order to pursuit the set plan, there is a common technique from the interviews. Three out of Four respondents have not written any goal on physical paper. On the other hand, they are unconsciously visualizing their goals in minds. Also, they are really into the desire of achievement. Further analysis could be studied on what is the cause of this unconsciousness that they always realize to reach to the plan.

Moreover, to review life goal progress could be either formal or informal unnecessarily but it is very important to do it regularly.

### **3. To achieve the set goal**

There are several powerful success factors driving them to a successful life. Following list are the most common factors among those respondents which are separated into internal and external factors.

- Internal Factors
  - Curiosity
  - Self-awareness
  - Open-minded
  - Keep focusing on the goal
  - Interpersonal skill
- External Factors
  - Family and friends
  - Collaboration from business partner
  - External/uncontrollable forces (Destiny, Luck)

Regarding to the current life HWPL exercise, 81% of all the interviewees have measured their Health, Work, Play, Love lives in range between Medium-high to High score (Three to Four out of Four). This could describe that most of them are satisfied with their present situation. There are possibilities of two reasons to support. Firstly, they all regularly evaluate their personal lives and keep improving theirs all along the way. Secondly, they are really satisfied with what they are at the moment.

Among the Health, Work, Play and Love aspects (referred to HWPL exercise result), the most common with given high score is “Work”. This can conclude

that those successful person have classified success once they accomplish any performance related work.

## **5.2 Recommendations**

Successful life is truly the common ultimate goal for all human being. The more important is all of us should concentrate and seriously focus on the goal achievement. Starting with knowing what is our success life is. Taking a concept of self-awareness, the soonest, setting the very first short-term goal and execute any action to make it happen intentionally. According to the interviews, key success factors to achieve life goal(s) are as followed.

### **5.2.1. Have a strong desire to succeed in at least one thing in life.**

Stay focused on the desire would drive more passion day by day. This step is related to having a high self-awareness knowing what you want in living. Having self- esteem also push yourself with belief in your capabilities. And once there's a first desire to achieve something. The next desire for next success will be as followed.

### **5.2.2. Set at least one short-term goal.**

The shortest period should be 1 year. This would keep your life having a direction. The set plan would become realistic and practically executable once there is a proper goal. There are many techniques to set a goal. This step keeps you realize the reason of living.

### **5.2.3. Keep focusing on the set goal.**

People should really get into the set goal both consciously and unconsciously.

### **5.2.4. Do a regular goal progress review.**

To ensure that the set goal is on our life course. A regular review is a requirement. This could be flexible to review either in a formal or informal way. The

better you are into the goal; the more passion is with it. The solution is to accomplish it will be shown up right the way.

#### **5.2.5. Stay in having a good mindsets.**

First of all is to be consciously focus on the desired goal. And following it with good mindset and personalities including the following:

- Being curious
- Having self-awareness
- Open-mindedness
- Keep focusing on the set goal
- Interpersonal skills, etc.



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