

How To Use Obsession to be Successful

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(Used courtesy of my client, Arootah. You can view this article on their website [here.](#))



Do you wonder what special quality someone like Elon Musk has to become successful? It might seem a little extreme, but *obsession* is the secret ingredient here.

In fact, [Justine Musk](#), former wife of Elon Musk, observed this characteristic up close: “Extreme success results from an extreme personality,” she says. If you’re wondering how to separate yourself from the pack on the way to success, she simply says, “Be obsessed.”

Oftentimes you’re looking for extreme results, you’ve got to go to extreme measures. This is why successful people spend years learning their craft. It’s why they spend hundreds or thousands of dollars on [coaching](#) to help them get ahead.

Be someone who is obsessed, and your success will naturally follow suit.

Here’s how being obsessed can show up in your life and habits.

Commit to being the best

Many people find the average to be exceptional. Being an average worker means being a good one. Being the average student means being a good student. So what if you decided to actually be exceptional?

If someone is going to be the best, then why shouldn't it be you?

It's not difficult to go above and beyond in everything you do. In fact, most people won't even consider doing more than what they're responsible for, so the bar could be very low. Dedicate yourself to having a degree of understanding and competency that rises above your peers.

You can focus on different areas of being the best if you need to. For a month, you could practice being the best leader you can be in your role. Read up on leadership books and listen to leadership podcasts. Find a way to measure your effectiveness as a leader. Ask your team how you can better serve them as a leader and follow through.

The next month, you can choose a different focus, and commit to being the best at that.

READ: [Increase Your ROI by Investing in Yourself](#)

Get creative

Creativity is worth its weight in gold. It's the reason you can never replace human ingenuity with technology. Your creativity is valuable.

So use your creative side to your advantage. Always look for ways to think outside the box. If your work is your talent, then your innovation is the product.

Your creativity is your way to leave your mark on the world. Something that could have only come from your brain is able to help others and make life more enjoyable. It's an expression of who you are. Even if your work is analytical in nature, you can always find ways to be innovative and bring your work to a new realm of possibilities.

One of the best things about creativity is that it should fuel your energy and passion for what you do. When you've put in a hard day's work, it's normal to be tired, but creativity is what keeps you energized to move forward.

Be prideful of your work

Take pride in your work. You can't be excellent unless you are proud of what you are doing for your own self-esteem.

Your personal best should be your brand in all work you do, because no work is insignificant.

This quote sums it best.

“If a man is called to be a street sweeper, he should sweep streets even as a Michaelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, 'Here lived a great street sweeper who did his job well.'”

— **Martin Luther King Jr.**

The pride you take in your work will help make the world a better place. It can bring dignity and importance to humanity. Be obsessed with adding value and excellence to everything you do.

Raise your standard

If you're going to [use obsession to help you be successful](#), it's important you raise your standards. Why be good when you can be better?

It starts with raising the standard for yourself. Commit to doing ordinary things extraordinarily well. Others will follow your lead and be influenced by your example.

Raise the standards in your relationships by being a great listener. Encourage other people to think extraordinarily too. Help others be good contributors by being the best contributor you can be.

Other people may think you try too hard, but obsession with high standards will be what encourages others to follow suit. Don't compromise on your standards, despite what others may say.

READ: [What Do Elon Musk and a Mars Robotic Vehicle Have in Common?](#)

Take responsibility for your mistakes

You won't be perfect all the time. In fact, if you're aiming for the stratosphere, chances are you will make some pretty big mistakes on your journey.

When you make mistakes, own up to them right away. Apologize to those who have been effected and take responsibility when you know your actions have impacted others.

Without the practice of owning your work when things go wrong, you won't be able to rise to the occasion when things go right. You need to have the full force of your confidence behind you when you're pursuing excellence, so own your actions in the highs and lows.

READ: [5 Keys to Being an Assertive Professional](#)

Don't do something unless you want to be excellent

If you're someone who becomes obsessed to get ahead, you'll want to be selective with what you say yes to. You don't have to say yes to every opportunity that comes your way. Your obsession won't be effective when it's divided between several projects at once.

So find work that enamors you. Say yes to opportunities that make you excited to get up in the morning and pursue them with reckless abandon. Your time is a finite resource, so use what you've got to the best of your ability.

Life is short, and you may only have one shot sometimes. You can't do everything, but you can do anything. Obsessively pursue your passions to live up to your potential.

The bottom line

Be someone who is obsessed, and your success will naturally follow suit.

The degree to which you obsess is a good indicator to how successful you will be. You'll become fixated on overachieving, finding the perfect tools, and developing the right mindset to be successful. You'll need the right coaches and mentors to help you along the way.

Your mindset is a powerful thing, and you can use it to turn your obsession into success. Please check out our [life coaching](#) and [executive coaching](#) to help you start using your obsession to reach your full potential.

So what's got you obsessed? How can you take your obsession to the next level? Let us know in the comments!