

What Leads to Success? **Comparing *The Adventures of Johnny Bunko***

Michael Gowin
Lincoln Christian College
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Dan Pink, *The Adventures of Johnny Bunko*

Summary: The six lessons about life and career that you should have learned but haven't.

1. **There is no plan** - Life and work are too unpredictable to chart a course for 5, 10, 20 years. Make career decisions for fundamental reasons (i.e., because the work is inherently valuable) rather than instrumental reasons (i.e., because it may lead to something else but may not be enjoyable or worthwhile).
2. **Think strengths, not weaknesses** - Successful people capitalize on what they do well rather than trying to "fix" what they don't.
3. **It's not about you** - Successful people improve their own lives by improving the lives of others.
4. **Persistence trumps talent** - Successful people use their innate abilities but also work very hard (cf. compound interest - small investments of success build up over time).
5. **Make excellent mistakes** - Making mistakes--and learning from them--is necessary to improve. Avoiding mistakes and doing nothing leads nowhere.
6. **Leave an imprint** - Remember that "you are dust and to dust you will return" and do something that matters.

Richard St. John, *Stupid, Ugly, Unlucky, and Rich* (also published as *8 To Be Great*)

Summary: The key characteristics of successful people, based upon 10 years of research and 500 personal interviews.

1. **Passion** - Successful people find what they love to do, though this may take a long time for many.
2. **Work** - Successful work very hard; however, because they love the work, it's fun.
3. **Focus** - Successful people focus long-term efforts on just one thing.
4. **Push** - Successful people overcome barriers like shyness and self-doubt and push themselves beyond normal expectations.
5. **Ideas** - Developing ideas to solve problems and take advantage of opportunities is a hallmark of the successful person.
6. **Improve** - Successful people aim to do their best by constant practice and learning from mistakes.
7. **Serve** - Offer others something of value, think about others, work on their behalf.
8. **Persist** - Success does not come instantly but comes over time and by working through failure, mistakes, criticism, rejection, and adversity.

Jim Collins, *Good to Great*

Summary: Qualities of businesses that significantly and consistently outperform competitors.

1. **Level 5 Leadership** - Great leaders possess a combination of professional ambition--as evidenced by their desire for the *organization* to succeed--and personal humility.
2. **First Who... Then What** - Great companies get top-quality people involved and then figure out where they fit and what they will do.
3. **Confront the Brutal Facts** - Great companies ruthlessly assess their situations and make disciplined decisions based upon those realities.
4. **The Hedgehog Concept** - Great companies understand what they are passionate about, do one thing extraordinarily well, and find a way to do it profitably (cf. Seth Godin's *The Dip*).
5. **A Culture of Discipline** - Great companies are full of disciplined people working in a disciplined way, fully committed to the organization's Hedgehog Concept.
6. **Technology Accelerators** - Great companies use technology to leverage their Hedgehog Concepts, pioneering the application of technology to do what they do well.
7. **The Flywheel and the Doom Loop** - Success breeds success and momentum increases over time.

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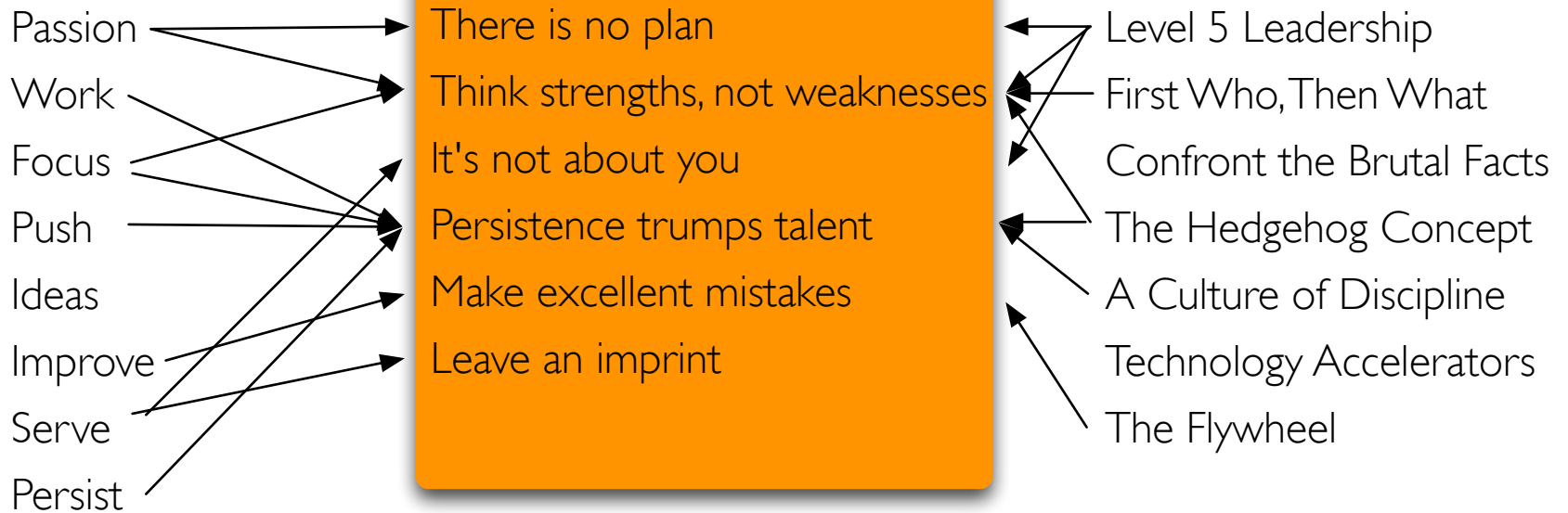
Michael Gowin

Lincoln Christian College

**Stupid, Ugly, Unlucky
and Rich**

Johnny Bunko

Good to Great



Collins, Jim. *Good to Great*. New York: HarperCollins, 2001.

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