

Encourage Your Students to Adopt Successful Behaviors

Most students are hesitant to believe what we tell them about the real world, since we apparently work in some kind of *unreal* world. They are particularly skeptical of our advice about what it takes to be a success in their careers because we don't look very successful to them. We don't make much money or command much respect, and given all the education we had to get to do what we do.... Heck, how would *we* know anything about success?

Fine. Let someone who is successful in the way students view success tell them what being successful really takes. Let them listen to the 3.5-minute TED Talk, "8 Secrets of Success," by Richard St. John, marketer, book author and success analyst. (See [his background](#) or read [his bio](#).) Here is a synopsis of the fast-paced, entertaining talk:

Why do people succeed? Is it because they're smart? Or are they just lucky? Neither. Analyst Richard St. John condenses years of interviews into a short slideshow on the real secrets of success, and here they are: being passionate about the goal, working hard, getting really good at something, focusing, pushing yourself, serving others something of value, having a good idea, and persisting.

Access the [8 Secrets of Success TED Talk](#) video (3:26).

Imagine how successful your students would be in your courses if they started adopting these values and behaviors.

This video fits into any subject matter, from freshman comp through graduate or professional school and contains tips that students may use in their future careers.

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